

CASE STUDY

How SwalTech closed its first international sale, and lost the fear of selling

NZ clinical technology · first international expansion, into Australia

1st

INTERNATIONAL SALE

Australia

NEW MARKET ENTERED

Mindset

SHIFT ON SELLING

The challenge

SwalTech exists to help people with swallowing impairments live better lives. With their rehabilitation app gaining traction in New Zealand and early interest building in Australia, the team was ready to take Australia seriously. It was a larger, more lucrative opportunity, and it demanded a more deliberate approach. But early presence in a market is no blueprint for winning it.

The team was small and clinically rooted, and there was a real knowledge gap on where to start: the sequencing, the tools, how to handle pricing and procurement inside health systems, how to segment a new market, even how to open the conversations.

There was an emotional hurdle too. For people who saw themselves as clinicians, not salespeople, the shift from validating the product to actively selling it felt daunting. The generic international-expansion advice they found did not fit a product sold into highly regulated health systems.

What we did

SwalTech brought me in as their first and only sales resource, for one specific reason: I had sold into regulated sectors before, with hands-on knowledge of health systems. I understood the market, the constraints and the deal dynamics from day one. I embedded myself in the business, joining standups and team events as one of the team. From there, we built the foundations for selling offshore:

- Clarified priorities and built a commercialisation approach around them
- Set up a CRM and a segmentation strategy
- Created a clear framework for warming up and approaching different types of prospects
- Tightened up sales conversations that had been taking far longer than they needed to

Most importantly, the team's relationship with selling changed. I helped everyone get comfortable with the idea that sales is just a conversation, and nothing to be afraid of. And when it was time to take things to Australia, I got on the plane with them, getting in front of customers alongside the

team rather than advising from a distance.

The results

SwalTech closed its first sale while I was working with them, the real shift from market validation to sales momentum. Once that first deal landed and others followed, the early groundwork started to pay off visibly.

The team came away with more than an international expansion strategy. They had the tools, the foundations and the confidence to keep going on their own.

"With Nick, what you see is what you get. I didn't feel like I was being sold to, which is always a nice feeling from a sales guy. He was like a colleague and a partner rather than a contractor."

Emma Hayes, CEO, SwalTech

Taking your tech beyond New Zealand?

If you're ready to expand with someone who can hit the ground running, book a free Growth Bottleneck Audit at nickburns.nz.