CLINICAL TECHNOLOGY · NEW ZEALAND, THEN AUSTRALIA

SwalTech: the first sale offshore, and the end of the fear of selling

First international sale
closed during the engagement

An engine, not a push
commercialisation, CRM and segmentation built to run

Fear gone
a team that no longer dreads selling

THE SITUATION

SwalTech had built genuinely good clinical technology and customers who valued it. What they did not have was a way to sell it, and no experience at all selling beyond New Zealand. Selling was something the team actively feared rather than something they did. That is more common in technical teams than most people admit, and it is a real barrier rather than a confidence problem to be talked away.

WHAT WE DID

Nick embedded as their first dedicated sales resource rather than advising from outside. He built a commercialisation approach the team could actually run, set up a CRM so the pipeline lived in a system rather than in someone's head, and built a segmentation strategy so effort went to the right buyers. Then he flew to Australia with them and sat in the first meetings.

THE RESULT

They closed their first international sale during the engagement. Just as importantly, the team stopped seeing sales as something to be afraid of. That second outcome is the one that lasts. A first offshore deal is a milestone. A team that is no longer frightened of selling is a capability.

> **"He was like a colleague and a partner rather than a contractor."**
>
> Emma Hayes, Chief Executive, SwalTech

Proven at home and wondering about offshore? Let's talk.