

Market Entry Course

The role of the hero

The most consistent mistake companies make in sales and marketing is to position their company or product as the hero of the story.



The role of the hero

“We are the leading company for xyz software.”

“Our product reduces costs and is easy to use.”

“With over 80 features our product is amazing.”

Wrong!



The role of the hero

“Working with Hero Company, we were able to accelerate their sales acquisitions 5 fold.”

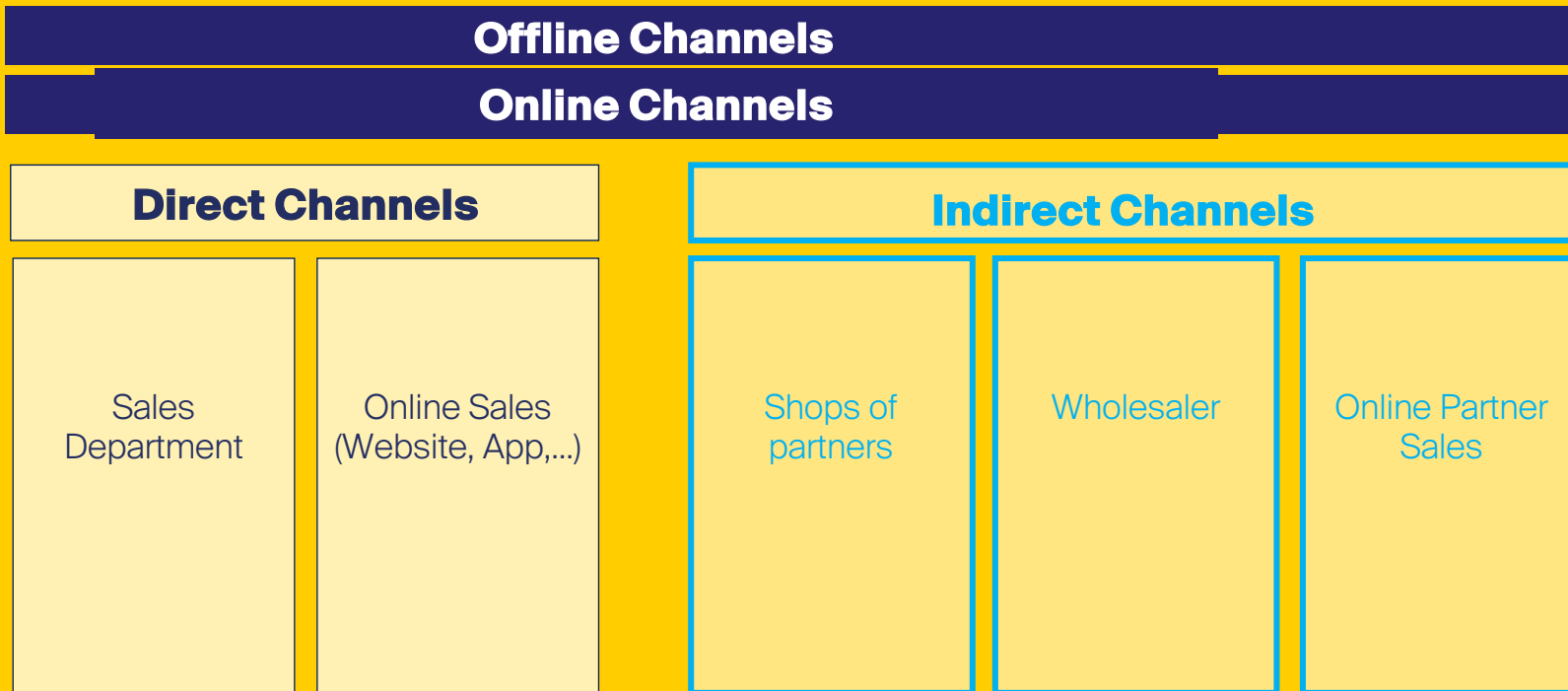
“Hero Company saved xyz millions with the assistance of our services.”

Right!



How to reach customers?

We distinguish between direct and indirect channels and online and offline channels.



The whole customer journey is to be considered!

Data Driven approach

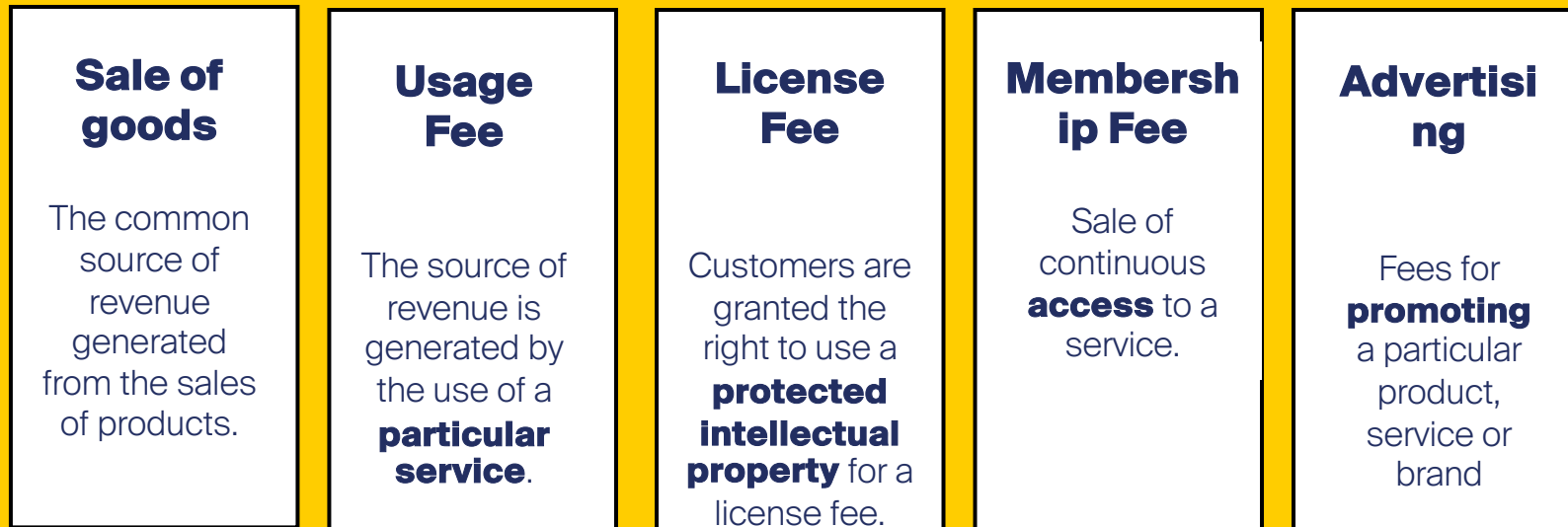
This approach empowers businesses to make informed decisions, mitigate risks, and optimize resource allocation, ultimately increasing the likelihood of successful market entry

Revenue streams

What values are customers willing to pay for?

What are they paying for now?

The block revenue streams represent the income a company derives from each customer segment.



Analyze and optimize the path your customers are taking!



Which KPIs can be taken to track and measure success?

However beautiful the strategy, you should occasionally look at the results.

Sir Winston Churchill (1874 - 1965) British Prime Minister



Some typical KPIs are...

Units sold

Users registered

Pilot customers

Paying customers

Number of complaints

Closed partnerships

KPIs depend very much on the phase in which a start-up finds itself...

OKRs: Objectives and Key Results

... OKRs (Objectives and Key Results) are a goal-setting framework that helps organizations define and track their objectives and measure progress towards achieving them.

Objectives

Ambitious, qualitative, and inspirational statements that describe what an organization, team, or individual aims to achieve within a specific timeframe.

Key Results

Measurable and specific milestones that indicate progress towards achieving the objectives.

Most important thing?!

Feedback from customers



Thank you!