



## Expand Your Business to Europe

It can be difficult to establish a new business in your local market, but it can be even more difficult to establish a company overseas with different bureaucracies and 23 official languages spoken in the European Union.

The advantages of working beyond your country's borders are easy – extend the sales of existing products, a more diverse workforce with local expertise, a competitive edge in your domestic market, and a boost in revenue. These advantages can set you ahead of your competition, but only if you execute your market expansion strategy successfully. Not knowing your local legislative laws, local languages, or compliance standards, can create hurdles in opening your international office. Aside from the potential pitfalls, there are still huge benefits.



*"By working with SalesBuddy, we were able to enhance our sales-and marketing data to a level that could have otherwise only achieved it with a significant manual effort."*

Dipika Rang, Senior Manager of Marketing Operations, BlackDuck Software



*"We have found the ideal collaboration with SalesBuddy. Their understanding of corporate requirements paired with local knowledge has paid off in more than one aspect. We rely on them heavily for our European data quality and enhancement and other marketing services."*

Christina Pasquale, Field Marketing Manager, Compuware Corporation

### ENABLE YOUR ORGANIZATION FOR GROWTH

If you're looking to expand into the European market, chances are you have your eye on one of the top players: United Kingdom, France or Germany. Whether you are a new company wanting to expand your global footprint in Europe, or you are already present in Europe and want to increase your presence even more, SalesBuddy will help you overcome local bureaucracies and ensure global compliance.

### WE WILL HELP YOU

**Further develop your business** and follow local laws. Are you aware in the local laws and bureaucracies of your local market? Need to generate qualified leads, but don't know where to begin? Start with us.

**Cleanse your data and enhance** your database. Missing important information and data on your prospects and customers? Append the missing details to your contacts, enhance your database, and better segment your marketing campaigns.

**Target your marketing campaigns** and speak your customers' language. Localize your marketing collateral and website to target your prospects and customers in their native language and tone. Interact with your audience through social media channels and engage them through the sales pipeline.

**Increase your brand visibility** and close hot leads. Promote your event online and send pre-event emails that increase your visibility to your prospects and customers. Schedule one-on-one meetings with your key accounts. Follow-up with your attendees with an event summary. Ensure you have plenty of visibility and at the appropriate trade shows pre- and post- follow up.

**Ensure compliance standards** and be prepared for regulatory reviews and ongoing requirements. Gain the trust of your prospects and clients by staying up-to-date and understanding what is expected from your company.

**Increase productivity.** With a virtual office, you can rely on a dedicated administration team to enter data into your intranet or CRM system, and serve as a customer support team to handling customer questions and feedback.

For more information visit [www.sales-buddy.com](http://www.sales-buddy.com)

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