



**MarlinsBrain**

How to accelerate your business in Europe?

## Are you facing one of the following challenges?

- You want to start or expand your sales activities in Europe, Middle East and Africa (EMEA)?
- Are you looking for a direct sales team, channel partners and distributors who knows how to spread the message, raise market awareness and turn generated leads into revenue?
- You want to have a local presence but do not plan to launch your own legal entity in Europe at this stage?



## MarlinsBrain's Integrated Services

- For the past twenty years the founders of MarlinsBrain have been helping start-ups and small to mid-sized companies from outside Europe or Germany to build new market coverage and expand their business in the German speaking region and across Europe, Middle East and Africa (EMEA)
- We develop brand recognition and go-to-market strategies with a deep understanding of regional and country variables
- We provide a track record of success developing compelling business plans and revenue generating opportunities direct with customers and through partner and system integrator relationships

We help you to accelerate your business and channel development, sales and marketing

We support you with a motivated team to drive programs and campaigns from planning to execution and to a sustainable business in EMEA

professional | dedicated | successful



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# Always ready to think outside the box

Often our customers ask what differentiates MarlinsBrain's services from a distributor or a local sales representative. This comparison should help to outline our scope of work and the services offered.

All our services are modular. Our goal is not to sell services but to establish a partnership with our customers where we jointly develop an EMEA plan and execute locally with a strong focus on sales and revenue generation.

While the focus always is to close sales we see the combination of business development - a local presence where we act in the name of your brand - and marketing to raise awareness as vital for establishing a business.

## Your key benefits in working with MarlinsBrain

- Minimized investments compared to hiring a team of sales and marketing
- Reduced market-entry-risk with a full team instead of a single sales representative from day 1
- Fast go-to-market with access to established relations and network in the industry
- Transparency of costs and activities at all levels.

## Service | Task

	Local Sales Rep	Distributor	MarlinsBrain
<b>Strategy</b>			
Market   competitive analysis			✓
Target Group Potential		✓	✓
Go-to-market concept			✓
Business Plan	✓		✓
Sales and channel strategy	✓	✓	✓
<b>Business Development</b>			
Strategic	✓		✓
Technical	✓		✓
Services	✓		✓
<b>Local Presence</b>			
Office Hosting & legal advise			✓
First Level Support	✓	✓	✓
<b>Sales</b>			
Direct Sales	✓		✓
Key Accounting	✓	✓	✓
Development of channel program		✓	✓
Channel relations & management		✓	✓
<b>Marketing</b>			
Campaigns & programs to support sales		✓	✓
Sales Kit	✓	✓	✓
Customer Care Programs			✓
Public Relations			✓
Social media			✓
Guerilla tactics			✓

## Are you interested to learn more?

Please contact us

- for references of recent projects and customers
- for CVs and experiences of our team
- to schedule a call to discuss how MarlinsBrain could best help your company in its European growth



**MarlinsBrain**

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