

Why Work With Agencies to Develop New Marketplaces?

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Deciding how to promote, sell and support geospatial products and services into new, unfamiliar but potentially extremely profitable marketplaces is key to the expansion and growth of all organisations. It is particularly important and problematic to smaller companies whose budgets for such vital work maybe limited.

Why do companies who want to expand their sales choose to work with an agency over opening their own overseas office?

Agencies Reduce Risk

The money required to open a new overseas office can be eye-watering; in many cases it represents a potentially company-breaking sum should the sales not match expectations. By working with an Agency, companies can take advantage of their staffed in-country office and reduce this capital investment hugely

Agencies Provide More Than One Service

If companies hire a single person to represent their products in new countries it is likely that they will have experience and skills in one, possibly narrow discipline e.g. sales or marketing or technical. By working with an Agency a company can expect all the skills needed to promote and sell their products will be included in the services they receive.

Agencies Survive on Their Reputation

To ensure continued relationships with their clients and to get referral work for other companies, Agencies must provide an excellent service. Companies know that working with the right agency will mean that their staff are working as hard and as professionally as their own staff do to represent the products in the new region.

Agencies Understand the Local Market

Opening new territories in domestic markets can be daunting enough, doing this overseas introduces another layer of complexity. An Agency that has a track record of working within that region, representing clients from the same industry will ensure that basic mistakes that can cost time and money are avoided.