



# ArcTiv Consulting

## Strategies to Boost Your 2020 Global Sales as an APAC Technology Company

Daniel S. James II, MBA, MSEE - President, ArcTiv Technologies



# Consultant's Background



## Daniel S. James II, MSEE, MBA

### Professional Experience

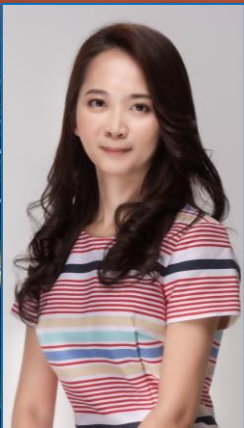
- ARCTIV TECHNOLOGIES, President
- EATON, Data Center Product Line Manager (APAC & USA)
- EMERSON, Industrial Automation Technology Director

### Education

- MBA, WASHINGTON UNIVERSITY AT ST. LOUIS
- MSEE, ARIZONA STATE UNIVERSITY
- BSEE, SOUTHERN ILLINOIS UNIVERSITY

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## Brenda Liao, MBA, CPA

### Professional Experience

- ARCTIV TECHNOLOGIES, Marketing & Financial Consultant
- PwC, Business & Financial Consultant
- AIG PRIVATE BANK, Financial Consultant

### Education

- MS – FINANCE, LONDON SCHOOL OF ECONOMICS
- MBA, NATIONAL TAIWAN UNIVERSITY
- BS - ACCOUNTING, NATIONAL TAIWAN UNIVERSITY

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+25 Years in Global Sales, Marketing, Product Development, Strategy & Financial Planning for Fortune 500 Companies





# 2020 Opportunities to Grow Your Technology Business



Trade War Igniting Global Concerns of Supplier & Product Safety



Leverage Highly Skilled Engineering



Opportunities to Transition from OEM to Selling Branded Products



Evaluate Manufacturing Strategy for Best Cost or Lowest Lead Times



Develop English-Speaking Technical Support Team

Now Is the Time To Invest In Your Business – Are You Prepared?



# 5-Force Analysis for APAC Technology Companies



<b>COMPETITIVE RIVALRY</b> ★★★★★
Few countries have high-performance technology with skilled engineering and low-cost production resources.
<b>BUYER POWER</b> ★★★★★
Buyers want safe and low-cost networking technologies with custom engineering. Primary options are India and Taiwan.
<b>SUPPLIER POWER</b> ★★★★★
If suppliers have mandated certifications, they will have pricing power. If commodity, new SEA supply chains are quickly emerging.
<b>THREAT OF NEW ENTRANTS</b> ★★★★★
Companies with an established brand and business support systems will have a competitive advantage.
<b>SUBSTITUTION</b> ★★★★★
The best strategy is to create a custom engineering and quality support & services business model.



Favorable Conditions for Technology Companies with Quality Brands and Strong Support & Service Models





# Common Challenges Selling To Global Customers



Native English-Speaking Resources



Setting-Up Local Partners for Distribution, Service & Support



Local Regulations



Low Price from Best-Cost Competition



Lead Times and Customized Support from Local Competition

Expanding to New Markets Comes With Challenges – Develop an Effective Strategy To Quickly Navigate the Industry



# 4-Quadrant Strategic Plan to Drive Growth



Develop a Comprehensive Plan to Successfully Execute Growth Opportunities





# Global Sales Strategy



## Partner with Native English-Speaking Sales Rep's

- Gain Credibility
- Technical Sales Experts
- Sales Training & Tools



## Create an Executive & Technical Sales Pitch

- C-Level Pitch
- Supply Chain Pitch
- Technology Pitch



## Develop Sales Tools and Training Modules

- Product Advantages and Sales Techniques
- Competitor Battlecard with Cross References
- Video's and Training Courses



Differentiate with Authentic, Technology-Focused Sales Representatives



# Technical Marketing Strategy



## Prepare Your Messaging for a Global Audience

- High-Quality Online Content
- Strong Social Media Presence
- Consistent Value Proposition



## Create Professional, Technical Marketing Materials

- Case Studies & Success Stories
- White Papers & Test Reports
- Demo Units



## Present at Trade Shows and Host Private Events

- Trade Shows
- Private Events
- Partner with a Local Brand



Ensure All Messaging Is Consistent with Your Value Proposition





# Global Product Strategy



## Convert All Product and Support Materials to English

- Product Documentation
- User Experience
- Online Support Tools



## Study the Competition

- Identify Top Competitors
- Competitive Pricing Benchmarks
- Know the Channel



## Collect 'Voice-of-Customer' (VoC) Information

- Understand Customer Pain Points
- Customize Current Products & Develop New Technologies
- Product Testing



Study the Customers and Competition Before Entering a New Market

# Global Operations Strategy



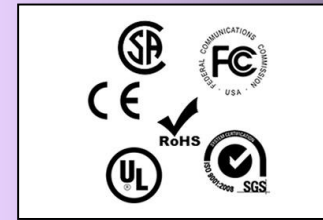
## Showcase Your Ability to Support Global Customers

- Global Partner Network
- Global Technical Support
- Export Management Process



## Understand Local Regulations & Business Practices

- Product Certifications
- Import Regulations
- Local Business Practices



## Optimize Global Operations and Service

- Competitive Lead-Time Requirements
- Local Support & Best-Cost Manufacturing
- Global Business Systems



Re-think Your Operations Model to Lower Cost and Improve Customer Service and Lead Times





# Develop Action Plan to Drive 2020 Growth

<b>Step 1</b>	Review Prior Year Results
<b>Step 2</b>	Define 6 Month & End-of-Year <b>Measurable</b> Goals
<b>Step 3</b>	Define Target Customers, Product & Operations Strategies & Roadmap
<b>Step 4</b>	Create Marketing Plan to Attract, Engage, Nurture, Invite & Delight
<b>Step 5</b>	Develop 30 / 60 / 90 Day Action Plan

5-Step Process to Create a 30 / 60 / 90 Day Plan to Kick-Off Your Growth Initiatives



# Create a Marketing Plan to Attract New Customers

<b>Attract</b>	Reach Out to New Customers (Blog, Partnership, Interviews)
<b>Engage</b>	Provide a Free Offer or Demo Unit to Learn More About Your Business
<b>Nurture</b>	Provide Continuous Communication (Weekly Newsletters, Linked-In)
<b>Invite</b>	Host Workshops, Webinar, Email Series
<b>Delight</b>	WOW! Your Customers (Create Repeat Purchases)

Promote Products & Services to New Strategic Global Customers





# Example: 30/60/90 Day Action Plan to Kick-Off 2020

Period	Sales Deliverables	Marketing Deliverables
<b>30 Days</b> <b>Attract</b>	<ul style="list-style-type: none"> <li>Identify challenges with current customers</li> <li>Identify top strategic accounts</li> <li>Identify customer requirements (product, pricing, terms)</li> </ul>	<ul style="list-style-type: none"> <li>Update Website</li> <li>C-Level &amp; technical presentations</li> <li>Soft introduction via email, weekly blogs</li> </ul>
<b>60 Days</b> <b>Engage</b>	<ul style="list-style-type: none"> <li>Create a partner program for top accounts</li> <li>Free product training (webinar, on-site)</li> <li>Visit new customers or communicate by email</li> </ul>	<ul style="list-style-type: none"> <li>Trade shows &amp; private training events</li> <li>Marketing video's for top products &amp; services (webinars, product overviews)</li> <li>Product catalogs &amp; solutions guides</li> </ul>
<b>90 Days</b> <b>Nurture</b>	<ul style="list-style-type: none"> <li>Host private event or joint customer event</li> <li>Send demo units for customer evaluation</li> <li>Sign-up top customers into program</li> </ul>	<ul style="list-style-type: none"> <li>Cross references, data sheets, sales tools</li> <li>Create demo units</li> <li>White papers / case studies</li> </ul>



## Synchronized Sales & Marketing Plan for Target Customers



# ArcTiv Consulting Services

## Global Sales Representation

- Sales Pitch Development
- Trade Shows & Events
- Training Modules



## Technical Marketing

- Technical Presentations
- Website, Catalog's, Video's, etc.
- White Papers & Case Studies



## Product Development

- Industry Analysis
- Voice of Customer
- Supplier Development



## Strategy & Financial Planning

- Business Planning
- Investment Financial Analyses
- Operations Strategic Analyses



ArcTiv Consulting Services Can Rapidly Help your Business Attract Global Customers





# Let's Get Started!



## The Process

- ✓ On-site Review of Business Needs (**Free Consultation**)
- ✓ Define Scope of Work, Process & Timeline
- ✓ Contract Proposal
- ✓ Project Kick-off Meeting
- ✓ Material Preparation & Review
- ✓ Review Deliverables & Sign-off

Contact Us Today for a Free Consultation and Review of Your Business Needs





Thank you!

