

**JAN BUIS**

**GLOBAL  
EXPANSION  
REMOTE  
PRESENCE**



**FOR  
SCALE-UPS**

Guidelines for Creating a Local Team  
during the initial Phase of  
International Expansion

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EXTERNAL OR INTERNAL RESOURCES

COMPETENCES & RESPONSIBILITY

\$500K SCALE-UP RULE-OF-THUMB

20M INHABITANTS THRESHOLD

### **ROUTE-TO-MARKET**

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DIRECT SALES

INDIRECT SALES

ALTERNATIVE SALES

### **EXTERNAL RESOURCES**

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INDEPENDENT LOCAL CONSULTANTS.

REPRESENTATIVES/AGENTS

SALES OUTSOURCING

EMPLOYER OF RECORD (EOR)

SHARED HEAD

COOPERATION LEGALLY

ACQUISITION OF EXTERNAL SUPPORT

## **INTERNAL RESOURCES**

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LOCAL ACCOUNTANCY SERVICES

LEGAL ENTITIES

MERGER & ACQUISITION

GOVERNMENTAL FOREIGN BUSINESS SERVICES.

SUPPORT BY THE HEADQUARTERS.

HIRING

CASE STUDY 2: PAYROLL SERVICES IN NEIGHBORING COUNTRIES

## **REMOTE TEAM CAPABILITIES**

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SALES MANAGER

CHANNEL MANAGER

SALES ENGINEER

BUSINESS DEVELOPMENT

SALES OPERATIONS

MARKETING MANAGER

GENERAL MANAGEMENT / COUNTRY MANAGER

OVERVIEW OF ROLES AND CONTRIBUTION

BUSINESS TITLES

OTHER CAPABILITIES

TALENT POOL

CASE STUDY 3: PREPARING FUTURE REGIONAL LEADERSHIP

## **CULTURAL CONTEXT**

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REMOTE IS REMOTE

HIERARCHY

NATIONAL HOLIDAYS / VACATION

## FINAL WORDS

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## REFERENCES AND FURTHER READING

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Figure 1: Sales competence spiderweb

Figure 2: Cultural country comparison for internal cooperation

Table 1: roles and contribution