



OPEN A **MARKET** IN 4 MONTHS



WHAT WE COVER IN THIS PRACTICAL E-BOOK

Given the sheer number of mistakes most companies do when expanding abroad, this Practical E-guide will cover:

- I.
Funding International Growth: Being SMART is DUMB
- II.
Every B2B Company Uses Market Explorer Money From Business Finland WRONG.
- III.
Want to grow your sales? Don't hire a sales person!
- IV.
Euro Scalers Method Explained
- V.
If you don't want to do it yourself,
this is what Euro Scalers does for you.
- VI.
References





Funding International Growth

I. Funding International Growth:

BEING SMART IS DUMB, HERE IS WHY

International growth in practice means selling your product and services to new foreign countries. Selling always requires experience, but also time and money. How to spend your budget for international growth efficiently is a million-dollar question.

You need to be SMART. Right?

We think that is wrong.

This framework for setting goals is generally very good. If you have all these ingredients, your goals will help you move forward. But there is a problem with the whole premise of goal orientation when it comes to international growth: you have no real chance of being reasonable in your expectations.

Specific: of course you want to expand abroad. Get customers. You want to make money. How many customers? If you have 100 in Finland, and Germany is larger, should you have 10 000? Or maybe, because you are going to a foreign market, it is even harder to sell than in Finland. And then 10 customers is more reasonable.

Measurable: Ok this one I don't fight with so much. You need to be able to measure your success somehow. For example by the amount of paying customers.

Attainable: Of course you want to be able to reach the goal. Why make it otherwise. But it is almost impossible to understand what is really attainable before you start.

Relevant: Your goal should be in line with your aims for the business as a whole. And if you want to expand abroad and get more customers, this is relevant.

Time-boxed: Naturally, you want it to happen fast. As fast as possible, probably. Here comes another big problem - what is really possible? As you have not yet started, it is almost impossible to tell.

As you can see, even though the SMART model is great in general, the amount of unknown factors in growing internationally are so large that it doesn't make sense.

What is better than being SMART?

Going to a new market is like being a start-up entrepreneur again. There will be challenges that you couldn't even think of. And the only way to figure them out is to start experimenting.

A better way to about your international expansion is to start experimenting. Your goal setting should be something like this:

- **Long-term goal:** Getting customers abroad from somewhere, making us money.
- **Medium-term goal:** figuring out where we can attract customers the easiest and fastest
- **Short-term goal:** Run week-long sales and marketing experiments in different countries, towards different customer segments until we start seeing results.
- **Timeboxing:** if we don't get any positive results from our variations of short-term attempts within three months something is wrong and we need to rethink.

With this experimental and open-minded attitude, with the big and medium goals in mind, you will be able to figure out how to sell abroad and get a strategy that is repeatable. Then you can start being SMART again.

When smart is dumb: Case Study

NBDG is a Finnish family-owned company and a brand that supports and grows disc golf on a daily basis. NBDG represents the hard work behind growing the sport. Endless hours of volunteering in the courses and events, behind the scenes in the clubs and associations.



Challenge

NBDG wanted to increase their presence in Europe. They were looking to develop a more efficient outreach method to scale their revenue.



Solution

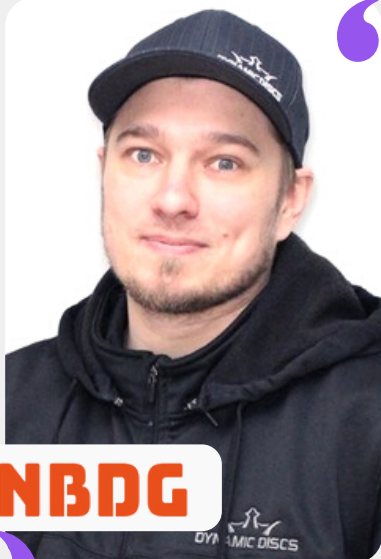
NBDG is a perfect example of winning by not being “smart”. Together with Euro Scalers, we made a simple but effective strategy to quickly test. Through experimentation and the use of smart outreach tools, they crafted their copywriting, created personalized short and sharp email templates and automatized the whole email process.



Result

The result after 10 weeks: NBDG

- Closed sales of over 20 000 €, plus some new long-term collaborations
- Got a new and more structured way of doing sales with great ROI
- Started to use more automation in the business
- Increased their professional network
- Realized how to allocate time to sales in a more efficient way



We took part of Rasmus's EuroScalers program on fall 2022. Our main goal was to develop our cold contacting methods and practices.

Not only goals were reached 100% but we also got cold hard sales, lots of new knowledge of other automation methods, copywriting, using different tools and of course networking with other entrepreneurs and businesses.

I recommend Rasmus as a business coach and Euro Scalers program for boosting up the sales.





**Every B2B Company Uses Market Explorer
Money From Business Finland WRONG**

II. Every B2B Company Uses Market Explorer Money From Business Finland **WRONG.**

Here is why.

You can get 10k from Business Finland with the market explorer funding for a project of 20k (you pay 20k and then Business Finland pays 10k back at the end of the project).

Free money? That's great!

But there is a big problem. Almost everyone spends the money on the wrong thing. What do I mean with the wrong thing?

- ▶ 1. Companies are spending the money on market surveys. Very expensive market surveys.
- ▶ 2. Market surveys are almost completely useless
- ▶ 3. The money and time should have been spent on something productive

Why are market surveys mostly useless (and what you should do instead)?

When you want to expand abroad, you are going in more or less blind. You probably know who your customers are in Finland, but when you go anywhere else, you are guessing. This is a big problem.

The solution seems obvious: conduct a market survey on one or several markets to find out if your product would work there.

The problem here is that a survey can, almost by definition, not find you the answer.

Why? It's because surveys are based on generalized data found online, a couple of discussions with industry experts and maybe twenty customer discussions about their possible interest.

- The target country has 5 million potential customers in your segment.
- The local expert partners say that it's good to sell your product here in the country.
- The potential customers we spoke with said your product sounded cool.

On the surface, this is great news! So many customers, experts like it and the customers think it sounds cool. What not to love?

The thing is that this says almost nothing about the real challenges you will have when you are actually trying to grow your business in that country. Your real challenges come in the form of:

- Finding a method to actually reaching your customers without paying experts for leads
- Asking customers to buy, get rejected, and figure out what your sales angle really needs to be.
- Realizing that the initial customer segment was partially wrong, you adjust your targets and strategy.
- Finding the right path through trial and error, just like your company did when it got started in Finland.
- Finally figuring out who the real customer is, what the sales angle needs to be, and how to get the deal through.

As you can read, the answers you get from a market survey has almost nothing to do with the answers you need to succeed.

Granted, doing your own surface check before starting makes sense.

Does the country have the type of customer you are looking for?

For example, Japan has an enormous population +65 years old and Germany has a strong automotive industry. If you sell to old people or automotive companies, that has to be checked for of course.

So what should you do instead? Use selling as your market survey.

You should use the Market Explorer money in setting up an international sales operation, based in Finland, targeted at several markets. The focus is to try to sell by different type of reach out strategies, for example email, linkedin or facebook (yes in some countries and sectors Facebook is the way to go for B2B contacts).

The initial attempts at selling are used as your market survey. By attempting to sell, you will get a fingertip feel about what the customers want. You will have to try different types of customers, different ways to reach them, and propose different angles of your solution.

Secondly, it's clever to start with ads on long-tailed search words that you continuously monitor. This will generate results over time and will be a better return on investment than reach outs after some 3-6 months. But because of the delay in making it work, and the fact that what you learn from your reach outs will feed insights into your ads, they should be considered secondary when you start expanding abroad.

Thirdly, a good ads strategy will lead you to know what words to use for an effective SEO strategy. But that comes later, earliest in 6 months of your experimentation with ads. SEO will outperform ads over time.

Fourthly, it does make sense to go to some physical events and trade shows. It's because you can meet 100 people in a day and try to sell or just ask questions about the market. It's more effective to meet so many people in a short period of time, especially when you start. But remember, this is very much complimentary to reach outs and ads, you can't rely on tradeshow for your expansion.

To sum up, **use your time and money wisely.**

The things you want to know are more hands-on and practical,
which is where the effort needs to be.

Learn about the market by **selling**, not by looking at it from afar with binoculars, creating a marketing map.

BOTTEJA Case Study

Botteja designs chatbots into versatile service assistants for companies.



Challenge

Botteja was looking to push their sales in their newly discovered segment of HR onboarding and offboarding.



Solution

Through the work with Euro Scalers, Botteja was able to adjust their reach out to attempt to fully take advantage of automation and customer personalization. They also made adjustments to make their website more attractive. To continuously make it better they started measuring the customer behavior on the website much more exact. Lastly, some developments to the demo product was made to make it more intuitive during the sales process.



Result

With all these changes, the result after 10 weeks for Botteja was

- Increased sales and improved reputation
- Tailored personalized email templates
- Rebuilt and improved webpage
- Increased their network with peers




It was a pleasure to participate in the Euro Scalers program - to speed up internationalization and sales. For us, it reinforced our strengths and opened new innovative ways to present our world-class HR assistant.

Thanks to Rasmus, the program offered real practical experiences with good examples and concrete measures. He is an excellent sales mentor; he really knows how to help technology founders. If you need help with international sales, Rasmus is your man.

In addition to the founders, the program also presents a network full of seasoned marketing and internationalization professionals.



Harri Messo · 1st
Digital Solutions with an Empathy | Bot Whisperer | Virtual assistants for the employee journey | CEO & Founder



Want to grow your sales?
Don't hire a sales person!

III. Want to grow your sales?

DON'T HIRE A SALES PERSON!

This chapter builds on the discussion from chapter one, where I claim that most companies use their public money in the wrong way when expanding abroad.

When expanding abroad you intuitively think that you need one or more of these things:

- Someone who speaks the language
- Someone who has contacts
- Someone who has time to reach out to customers
- Someone who can take meetings with your clients

This makes total sense to hire someone for this. I mean, a normal employee will cost you a fraction of what a consultant costs, right?

(and most expansion consultants are not going to be effective, I agree with that too, because they want to do a market survey for you).

But this thinking is going to backfire for you.

Why? - It's because of several factors:

▶ **With a provenly good salesperson w. The right language skills:**

- Finding a sales person that is good costs a lot of money. Good sales people are uncommon and know their value.
- Hiring a good salesperson is so expensive that you don't save money by hiring them, you actually overspend.
- In 50% of cases, a good salesperson is NOT good in selling in your company. Old experience only translates to good sales in a new area half the time.
- It takes time (usually months) to get any salesperson up and running, including good ones, costing you money during that time

▶ **With a junior salesperson w. The right language skills:**

- New salespeople are hit and miss. Roughly 30% will be able to do the job right. It takes three-four hires to find one good one. This is very time consuming and especially frustrating for you as the manager.
- New salespeople need a lot of coaching from you on how to sell



General problems

- You as the entrepreneur are unique. You have the mental capacity and grit to get things going when other people don't even want to start. You make things happen. This is not true for non-entrepreneurs. This means that if you delegate work to an employee, they can't make magic as you can. If they could, they would have their own business already.
- You want to hire someone else because they can put in the work and they know the language. But what happens is that you take yourself out of the information flow. This makes you unable to understand the market properly and use your entrepreneurial gut feeling and strategic adjustment skills.

Why am I so negative about this?

It's because I've seen it over and over again. Expansion projects that don't get meetings with clients in months and even take more than a year! But they spent 100k on the problem, and they are running out of money.

It bothers me because it didn't have to happen like that. Bad expansion burns out the founding team mentally and monetarily.

There is another way to do it, which makes much more sense !

Start by doing the sales yourself. You need to find a sales and marketing method that works, before you add any people on the employee payroll.

When do you hire others to be employees?

When you have so many successful meetings and you are making money, that you can't properly run the business anymore
Your method can be taught to someone else.

And I want to stress that you don't employ someone for the whole process when you start delegating. You delegate parts of the process, for example prospecting, then email discussions, then first meetings and lastly you allow them to be closing. In that order.

How to start yourself?

- If you don't have the language skills, don't worry! At least not in the beginning. Use English to find the most innovative people to work with you. Creative and open-minded people speak more English than your average person, so you will more likely reach the right customer when you use English.
- You find your leads using databases, networks, or LinkedIn. That is where B2B customers are found.

In my experience, this has been true in every country I've worked towards. This includes Germany, Japan, Italy, and Turkey - countries that you normally hear should be using the target language.

I am biased here, but you do good by using a consultant to help you make your emails and LinkedIn messages work well. It saves time and energy and will not go through as many contacts to get results (but some will be a bit burned while experimenting, it's a fact of outreach sales).

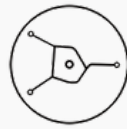
- Having a dedicated landing page helps with outreach.

Now in 4-6 weeks of experimentation, you will have either: Success with English outreach, or not so much success. If you don't have that much success, it's time to realize that English is not good enough, and it's time to switch to the target language. I would recommend using an outreach copywriter in the target language for this next step. You simply adjust your campaign to the target language and go again. I would also translate the dedicated landing page to the target language.

In another 4-6 weeks of this, it should be generating meetings (especially if you have a coach helping you, wink wink). If the language is a problem in the meetings, bring a translator. Now you are on your way to having a successful method. Now you can think of insourcing some of the consultant work to your own people. But take it step by step, and only one part at a time. Stay in control and in contact with your clients to understand their needs and have a high closing rate.

Btw, remember that I also recommend running ads and going to one or two trade fairs to help your expansion, as mentioned in the first article.

- Instead of hiring people first, do it yourself. Use consultants where you are lacking. Make the method work first, then hire people to the team. And even then, give them small parts of the work and control for their efficiency closely. Even in the best cases hiring sales people is a 50/50 coin flip if they will succeed or not.



ADAMANT
HEALTH

Case Study

Adamant Health provides advanced Measurement and Analysis Service to pharmaceutical companies and research organisations around the world. Its innovative third-generation technology enables accurate analysis of movement disorder motor symptoms in home environment, not possible with traditional approaches.



Challenge

Adamant Health had the innovation working and up and running in Finland. Now they want to reach the German market.



Solution

- Firstly, an understanding of the market was done through a short but effective desktop research of the main customer segments and the thought leaders in the space.
- Secondly, the website was adjusted to be more customer friendly and right away in German to save time in getting customer understanding.
- Thirdly, a list of target customers contact info was collected
- Fourthly an email campaign was launched with partial personalization to the target customer.
- Fifthly, when the first meeting was booked, the sales deck was translated to German to help in the meeting (having discussions in English with the sales deck in German as support). A translator was also available in the meetings for support if English was not working well.



Result

First pilot customers in Germany were signed within two weeks of the first meeting. The CEO was involved during the whole process and was in all the client meetings. The method proved to be repeatable and is now being used over and over again by Adamant Health to grow its customer base in Germany.





Euro Scalars Method explained

IV. Euro Scalars Method explained

You want to expand.

How do you do it in the most effective way?

First of all, don't overthink the strategy. Thinking too much is your biggest enemy. What you need to make it work is to experiment, see what is working, and get you going. By zig-zagging and finding your way forward, you will find the path that works best for you.

If you could copy what someone else has been doing before, expanding abroad would be easy. Heck, all business would be easy if you could just copy. But that is not how it is. You have to learn by making mistakes.



There are two main tricks here:

- Make experiments that are cheap so that you can make lots of them. Expensive mistakes will take you out of the game. Cheap experiments will let you find positive signals, and then you can put more money into what is tentatively working.
- Use an expert who has worked with many companies before to get some best practices that you can start using. An expert doesn't know everything, but they have a wider perspective on the problem because they have done it so many times before.

(Remember no expert knows what really works, you still need to experiment)

In Euro Scalers we have **a certain method** to our experimentation. I'll show it to you below so that you can use it for yourself.

First, we pick three markets together and we start the experimentation. Because we have worked with over 100 clients before, we have a good idea of where to start.

In the experimentation, the goal is to find where the ROI is the largest. We will bounce ideas where to go and what to do, but **TESTING** is the only way to figure it out.

The strategy is based around two main pillars,
REACH OUT-DRIVEN + ADVERTISEMENT-DRIVEN

Before I move on, you might ask: why not use organic social media to drive growth?

Short answer: It doesn't work.

Long answer: It only works over months and years, not when you need it to. I believe you should start with podcasting, video and posts at a small scale right away with your business. But it always grows slowly and only gives results in combination with reach out and advertisements. After years of growth you can have a nice steady stream of inbound leads from your organic social media presence. Which is great! But you don't want to starve for years until then.

PROCESS B2B

Expansion strategy: REACH OUT

BACK TO THE MAIN STRATEGY!

Initial check

We discuss what markets make sense and what ideal customer profile to target together with you and then start with preparing the initial methods. We will research other players in the market to understand the situation better. We'll prepare the work for the reach-out start.

Prospecting

Based on the target customer and markets, we start collecting the email and LinkedIn (or equivalent on the market) for them. We keep doing this during the program and we adjust based on the feedback from the reach out campaign every week or so.

Reach out Email, and/or LinkedIn Campaign



The reach out starts by contacting potential clients using either email, LinkedIn or similar. The goal is to get immediate feedback. What are they saying to us back? Is it interesting? Is it useful?

Every week or so we check the results. And every time we adjust the headline, the message, the receiver and anything else that can affect the outcome. We will also learn of who we should be prospecting for a bit better through every adjustment. Over time, the reach outs will start to work better and better.

Note: We always start by targeting the "less attractive" customers for you. I mean customers who you can take, but you don't really see them as your true ideal customer profile. That is to experiment with them to find the rhythm before you go towards your best potential customers.

Ads Campaign

In tandem with the reach out campaign, we make a keyword analysis and prepare an ads campaign. We will end up with an initial list of 200 keywords in the target language and start experimenting. We look at what type of words we should be using (high search intent) and optimize it every other week. The first goal is to generate conversions (and in the end, customers). The second goal is to find the keywords that works best, to then use those words in and do Search Engine Optimization for those words. This will reduce the need to pay for ads over time.

Landing Page

When people get interested from either the emails or the ads, we make a landing page in the correct language. We update and adjust these landing pages according to the feedback we get every other week or so.

Loop



To clarify, every 2-4 weeks we go through what is happening and adjust. We call this a loop. The speed of checking primarily depends on your schedule, but checking faster than every other week doesn't bring much value.

Tools

Doing all this stuff manually is not effective. We use all the possible automation tools to speed up the process and make a better impact with the client. For example:

- [Woodpecker](#)
- [PhantomBuster](#)
- [Apollo.io](#)
- [Waalaxy](#)
- [Vaam.io](#)

That means that we will have an ongoing reach-out campaign and an ongoing Ads campaign at the same time.

You don't need us anymore



You are now quite optimized. You know what reach out, keywords, and ads are working. You used your time, energy, and money effectively. If you worked with us, you don't need us anymore. Now you just keep doing it yourself!



“

Rasmus is a true professional in B2B sales. His teachings are of the highest quality, and he is easy to deal with. I can warmly recommend his courses and working with him.



Kai Herdin - 1st
Head of marketing and communications at NADMED Ltd.

”

“

Rasmus is great in driving sales growth with his Euroscalars accelerator program. He stimulates people to take concrete and pragmatic actions for engaging with new customers and push business development.

Rasmus has a solid understanding the latest marketing and sales digitalization trends & tools. He also has wide contact network which he use to bring in further specialist insights. This is very useful and great help in testing and taking best practices in use.



Aki Maenpää - 2nd
Entrepreneur | B2B Sales | Hybrid training | IoT | Digitalization | Energy efficiency | Predictive maintenance

”

“

I took part in Rasmus's Euroscalars program and got tons of value. The program was high-energy, fast-paced and very practical. We got a good intro to different client acquisition and cold emailing tools as well as practical feedback on our metrics and progress in small group coaching sessions. Highly recommended for anyone wishing to kick start or develop their sales!



Markus Pesonen - 1st
Founder & Composer at Olo

”

“

I joined the Euroscalars program run by Rasmus in spring 2022. He has deep knowledge of effective modern sales processes. As a coach, he is pushing you kindly forward toward your own target. In a short time, I could see the program's effect and Rasmus's coaching in increased number of leads and sales.



Jenni Moberg - 2nd
Patternsfrom Agency, Partner and CEO

”

“

Euroscalars is a well-thought program that has been designed in a way that is effective and doesn't include anything unnecessary (which every busy entrepreneur will appreciate). Experts in the program are professionals. It is an excellent program to guide, and push you to do the actions to get to a new market.



Olli Tikkanen, PhD
Co-Founder at Fibion Inc.

”

“

Euro Scaler program has helped us a lot in new customer acquisition from abroad. After this program we have done constantly automated customer contacting via email, and the results has been awesome for us!



Simo Larmo - 2nd
Organic Farmer/Miller/Business owner

”

“

I attended the Euro Scalars program run by Rasmus, the thing I liked most was the practical hands-on approach to sales and marketing. It's all too easy to fall into the trap of reading articles and procrastinating when you should instead be reaching out to potential new customers. Rasmus is able to successfully bring you out of your comfort zone, which is the only place you can be if you want to get real results.



Allan Knabe - 2nd
apiable.io "API Portals as a Service"

”

“

I had the pleasure of working with Rasmus on the Euro Scalars program. The program itself is very efficiently constructed and makes you think while you're doing the work. No time wasted, which applies also to Rasmus. He is a quick thinking, no BS kind of a trainer who is hands on and helpful with concrete advice. I thoroughly enjoyed working with Rasmus and being in the Euro Scalars program.



Timo Heikkilä - 2nd
Founder @ Popit | Digital Health Enthusiast | Futurist

”

 **euro scalars**

V. If you don't want to do it yourself, this is what euro scalers does for you.

In Euro Scalers, we help you:

- ▶ Run the short-term experiments and find the customer attraction method.
- ▶ Get translations, copywriting, customer prospect generation, coaching and all the tools you need to succeed.
- ▶ Get experts to get you good reach-out messages and copywriting.
- ▶ Get an expert in the target language (the readability of a home language is way higher than if you use English).
- ▶ Create the landing pages needed in different languages.
- ▶ Get access to the network of alumni and experts that you might need in the future.
- ▶ Make it faster through the bouncing and meetings. We keep you accountable, move forward and improve constantly.
- ▶ As a bonus we work in the frame of Business Finland funding. We also help you apply for the money.

Designed by Viva Meri & Kristína Némethová.
Written by Rasmus Basilier.

Contact:



Rasmus Basilier



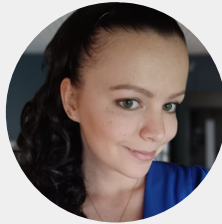
www.rasmusbasilier.com



rasmus@euroscalers.com



+358 503 770 898



Kristína Némethová



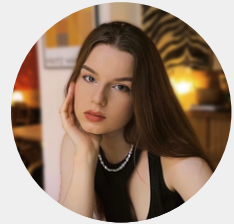
www.euroscalers.com



kristina@euroscalers.com



+358 457 8376 977



Viva Meri



www.euroscalers.com



viivika@euroscalers.com



+358 403 638 914



euro scalers

