CROSSING WATERS

DACH LANDING TEAM · GO-TO-MARKET AS A SERVICE

Your sales team in the German-speaking market.

For cybersecurity vendors that are strong at home and want to win in DACH. Direct sales first, then the channel, from the first call to the signed contract.

WHY MARKET ENTRY STALLS

Strong at home. Unknown in DACH.

You have paying customers, named references and a category buyers understand. The German-speaking market is the obvious next step, and most vendors start with partners. But distributors and resellers rarely take on a product without local references. Testing product-market fit at their own risk is not their job. So the channel waits for demand, and the vendor waits for the channel.

We close that gap: we win the first customers directly, with outbound in German, deal support and a network built over years in this market. Once there is demand to sell into, we bring in the channel, and hand over to your own team when it is ready.

The alternative, hiring your own team first:

325–565 k€

Year-one cost of a first senior sales hire in Germany, fully loaded, including onboarding and travel

~6 months

Before that hire is productive, if the hire was the right one

40–60 %

Of first sales hires miss quota in their first year

Our estimate: base and variable compensation, employer contributions, onboarding, tooling, travel and management time. Ramp and quota figures are the ranges we see in this market.

WHAT WE DO

Direct sales first, then the channel

A named lead	In the market, under your brand, with your logo in the email signature
First customers	Outbound in German to a target list built from our own network, not bought
Deal support to close	We sit on your side of the table with the end customer and handle what breaks German deals: procurement, data residency, works council approval, contract language
Channel access	Distributors, system integrators and resellers who already take our calls, brought in once there is demand to sell into

Monthly reporting on pipeline quality rather than activity counts, and a handover plan for when you build your own organisation.

HOW WE START

Three steps, and the first one is free

01

Due diligence

Two to three sessions, a product demo, a review of your pitch and sales process, plus a questionnaire and the documents you already have.

Outcome: An honest view of whether your product is ready for this market, and what is missing if it is not.

02

Assessment and risk grade

Where you stand in this market and what we would do first. Six factors set the grade: references, whether the category has a budget line here, pricing readiness, channel groundwork, team alignment, and compliance.

Outcome: A written grade that sets the terms. The assessment is yours whatever you decide.

03

Landing team

Twelve months in the market as your team, on a retainer plus a share of what we win, with a handover from month nine.

Outcome: A head start in DACH: a running pipeline, active channel partners, and your own team onboarded to take it from there.

> The due diligence costs you nothing because it is not a favour. It is how we price the work. We cannot quote what we have not seen, and every product and every market segment is different. If we see gaps that need work first, we say so, and either close them with you as an advisory engagement or give you a guide to close them yourself.

BEFORE WE START, A FEW THINGS HAVE TO BE TRUE

- One segment to go after first, and one you deliberately leave alone
- References we can name in German-speaking conversations
- The pitch deck and the technical one-pager in German, not the whole website
- One presales contact reachable in this timezone
- First meetings in German, including the technical ones, until the customer has decided you are worth their time

If those exist, or can exist within a few weeks, we should talk about numbers. If they do not, the due diligence will say so, and that is worth knowing before we spend our partners' goodwill on it.

> **NOT THERE YET?**
>
> Our Advisory works on exactly these gaps: positioning, ideal customer profile, pitch and sales process. Available in any market, not only in DACH.

Next step

One call, 45 minutes, with whoever owns the revenue number.

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