



**symmetry**  
services

## Sales Machine

Symmetry Services AG is your best partner for customized, fast track, and reliable sales and marketing solutions. Sales is one of, if not the most important activity in business. Opening new markets and establishing a solid foot print is not easy, in particular not in Europe. Here you are faced with many different countries, cultures, languages, and business behaviors. US-American companies find this particularly baffling.

The Symmetry Services team of experienced software sales and business development experts support international SaaS enterprise class solution providers that want to establish a presence and business in Europe. We support you in analyzing marketing opportunities and challenges, execute a solid due diligence process, and help you establish and implement a successful business development and sales strategy. We make sure your product or solution has the right market fit. Defining go to market strategies and execute them for you is our daily business.

## Your benefits

- Proven track record
- Pragmatic, methodological approach
- Cut down time-to-market
- Establishment of entities
- Market research and segmentation
- Go-to-market strategy
- Awareness creation
- Business development
- First feet on the ground
- Sales concept and strategy
- Lead generation and qualification
- Sales funnel and opportunity development
- Organizational set up, incl. hiring staff
- Close low hanging fruits deals
- Hand over management to new organization
- Average project period: 12 – 18 months

We focus on what we know and do best to get you to your goal. Supply chain management, logistics, and global trade management are the areas in which we have successfully helped companies to establish a footprint in Europe. Our hands-on approach and a strong partner network with decades of experience ensure quick success when combined with the right strategy.

[symmetry.ch](https://www.symmetry.ch)