



TEKTRACKING

# Your Go-To Partner for Excelling in the North American Rail Industry

Cutting Through Technology Barriers?  
Launching New Products?  
Finding the Right Network?  
We know how to get it all done!



## Expand your Market Reach in North American Rail Industry

*We have in depth knowledge of engineering standards and requirements to help manufactures and suppliers prepare their offering for market entry. Know our expertise and experience to build a network of clients spanning all Class 1, passenger, regional and short line railroads.*

### Market Entry Plan in a Nutshell

#### Winning Sales Strategy



We understand how to navigate the complex selling environment of the rail industry and generate orders to grow top line and bottom line results for our clients. Our team travels extensively to meet our railroad customers to professionally represent your products.

#### Customization for North American Market



Our team will evaluate all marketing and sales collateral and provide feedback about preparation for delivering to North American prospects.

#### Product Efficiency Assessment



TekTracking works with a qualified team of engineers that specialize in North American railroad-oriented projects. We leverage this engineering team to ensure that your product can efficiently integrate with current NA practices.

#### Product Development Support



TekTracking has an extended team of product development experts that can take product development from inception to product to delivery.

#### Plan in Action

The following sections outline a typical timeline and task list that TekTracking will undertake after accepting you as a client.

##### First 0-30-60 Days

###### 1. Technical Overview

TekTracking will assign a 2-person team to start the process of knowledge transfer from subject matter experts (SME) within your organization, this will usually consist of several conversations with the engineering team that own the product.

###### 2. Commercial Review

We will collaborate with your commercial team to devise the best strategy for presenting the product/solution to prospects. We'll also create the value story behind the product and identify the target audience.

###### 3. Collateral Review

Our team will review the information available about the product/service to ensure suitability of vocabulary and technical explanation to the target audience.

###### 4. Initial Prospect Calls

Our Inside sales team will reach out to existing contacts in our network to schedule calls. Our senior team, along with a representative from your organization, will present the product or service to prospective clients.



**5. Teach Back Process**

Our team will need to fully understand the process for presenting to clients and some strategies for navigating difficult questions or situations. Depending on the complexity of the product Step 5 may need to be repeated or others may need to be included.

**6. Thirty Day Startup Review**

During this step we will look back on the earlier steps and determine if we can move on to the next phase of market entry. Key points that we assess are: collateral suitability, pricing strategy, demo system availability, and the overall quality of presentation.

**Plan for First 60-90 Days and Beyond**

**1. Monthly Planning**



Our inside sales team will identify prospects after we have narrowed our target audience during the first 30-60 days.

**2. Outreach Plan**



As we are working in the B2B environment, our outreach is very targeted (no mass emailing or calling campaigns). We identify the people who can benefit from this product or service and connect with them via email, call, or social media.

**3. Product Presentations**



The senior sales person on the account will determine the best approach to present the product. In a typical sale, the clients want to see the product through a web meeting or interactive online presentation, followed by a face to face discussion (if going forward is profitable to both parties.)

**4. SME Visit (optional):**



Depending on the level of interest from the client, the sales manager may determine that we need additional support from the client Subject Matter Experts. This will only be requested if we believe that the client has funded a project and we are in the running for award.

**5. Demonstration & Pilot Systems**



Our network of trusted contacts allows us to find ideal pilot locations for solutions that require proving for the North American market. We have the resources to select the best locations and clients where products have the highest chance of success. We also clarify how the product will be evaluated – so that we can modify or influence the test criteria to ensure that product is evaluated correctly.

**6. Present, Propose, and Close**



Our team is equipped to handle the development of final presentations and proposals according to the requirements. Some clients may require final oral presentations and Best and Final (BAF) negotiations, all of this will be handled by the sales manager with the aid of client.

During the first one to two years we strive to get one or multiple (depending on product/system complexity) products or systems out to market. We will have a Bi-Weekly meeting to discuss our progress.

We will continue to play the account management role with the customer to strengthen the relationship and gather feedback on the product. Our team will keep on scanning the market for opportunities to extend the market reach for your product. As soon as we identify marketing/advertising opportunities for your products, an industry event, or trade shows suitable to promote your products, we will bring it to your attention during Bi-weekly meetings.



## **About TekTracking**

Technology sales within North American railway market is best served by the product expert in direct conversation with the customer. We have developed relevant and widespread connections within the rail industry. If you are looking to enter or expand in North American Rail Industry, we invite you to leverage our in-depth technical, marketing, and sales experience for a faster outcome.

### **Set up a Consultancy Session:**

Call (toll free): 855-655-8600

Email: [sales@tektracking.com](mailto:sales@tektracking.com)