



# Unlocking the APAC Opportunity

## **PENETRATE NEW MARKETS.** **Outperform the competition.** **Accelerate sustained** **revenue growth.**

The growth opportunity in APAC is undeniable. However, the developed and emerging markets of the region present cultural, behavioral, regulatory and structural nuances. Cookie-cutter growth and entry strategies crumble amidst such complexity.

Telos Advisory partners with ambitious global technology organizations as they navigate APAC. We give tailored advisory services including transformational success plans built for these thriving markets.

Whether entering APAC or seeking to capture greater wallet share- Telos Advisory is focused on efficient and effective distribution of your solutions while providing guidance on approaching unique buying cultures, fine tuning talent, tech, and partnerships - maximizing your APAC revenue

## **Who we are**

Telos Advisory Founder, Laura Ryan, has spent over two decades honing her sales and client success experience within startups and multi-billion dollar corporations in the US and APAC.

During this time as a senior revenue leader across six core APAC centers, Laura's teams excelled in achieving optimal sales results and retention rates. Leveraging this experience, her Stanford GSB LEAD Certificate and solution sales methodologies, Laura would craft compelling narratives and strategies that resonated with target markets and personas globally. She has adeptly facilitated the launch and growth of innovative technologies to clients including financial institutions, corporates, governments and private companies.

Cracking APAC's dynamics demands the right insider expertise and rigor.  
**This is Telos Advisory.**

# Go-To-Market Done Right for APAC

Expanding amid uncertainty demands strategy. Revenue leaders worldwide turn to optimized GTM plans when entering complex new markets to enable controlled, tailored and accelerated growth.

Telos Advisory's custom built strategy includes comprehensive customer segmentation, competitive assessment, value proposition messaging and execution plans.



Beyond sales strategy, we consult on all aspects of your business to maximize your impact. Advising on talent optimisation, crafting local value propositions, and instilling sales best practices- we become your launch pad to unlock tangible growth quarter to quarter.

## Why choose us?

Laura Ryan's intimate understanding of APAC's diverse landscape, complexities and dynamics, alongside her vast sales experience, puts her in a unique position to ensure your technology's value proposition resonates with target markets in the region. On top of this, renowned for her prowess as a master connector, Laura has nurtured enduring relationships with senior executives, decision-makers and influencers across various industries globally. Telos Advisory's access to networks and meaningful new relationships will fuel awareness and drive your revenue growth throughout the region. Don't just rely on your existing channels in APAC - Leverage our credibility and network to accelerate your success!



**SALES STRATEGY**



**NETWORK**



**CONSULTING**



**TELOS  
ADVISORY**

+65 97802681  
laura@telosadv.com  
telosadv.com

Let Telos Advisory guide you towards unparalleled success in APAC today.

## Our Mission:

Telos Advisory is committed to supporting the global technology ecosystem. Through our services, innovators are able to reach their TELOS- turning their purpose and value into ultimate success in new markets.

"Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice, not chance, determines your destiny."

- Aristotle