

HANSS GROUP CONSULTING — EMEA MARKET ENTRY

# Breaking Into EMEA. The Right Way.

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How we help North American equipment manufacturers find, build and develop a dealer network across Europe, the Middle East & Africa.

## THE CHALLENGE

# EMEA Is Not One Market

North American manufacturers face a unique set of obstacles entering this region



## 30+ Distinct Markets

Each with its own regulations, culture and customer expectations



## Unknown Partners

No existing relationships with credible local dealers



## Legal Complexity

Varying dealer agreement requirements and compliance standards



## Entrenched Competition

Established European OEMs with deep-rooted dealer loyalty



## No Local Presence

Hard to build trust and credibility from 5,000 miles away



## Costly Missteps

Wrong dealer choice in a territory can set you back years

## THE JOURNEY

# From North America to EMEA

A structured path — every step managed and supported



## NA Manufacturer

Strong product,  
EMEA ambition



## Market Strategy

Which markets first?



## Dealer Research

Identify right partners



## Partner Selection

Qualify & appoint



## Network Growth

Develop & scale EMEA

## OUR SERVICES

# What We Do For You

End-to-end support from strategy through to dealer performance



## Market Prioritisation

Identify which EMEA markets offer the highest-potential entry point for your product and sector



## Dealer Research

Deep-dive research into credible, capable dealers — who's right, who's available, and who to avoid



## Partner Qualification

Rigorous assessment of financial health, market relationships, and appetite to invest in your brand



## Dealer Appointment

Structure and negotiate agreements that protect your interests and set the right expectations from day one



## Onboarding & Launch

Product training, brand positioning, go-to-market planning — giving new dealers the best possible start



## Ongoing Development

Continuous dealer performance management, coaching and network expansion as your EMEA business grows

## EMEA COVERAGE

# Your Brand. Across EMEA.

Building a dealer network that delivers real market presence



INDUSTRIES WE SERVE

# Specialist Sector Knowledge

Deep dealer network expertise across six equipment industries



Construction Equipment



Agricultural Equipment



Material Handling



Power Sports



Industrial Electric Vehicles



Turf Maintenance  
Equipment

**30+**

EMEA Markets

**6**

Equipment Sectors

**1**

Trusted Partner

## HOW IT WORKS

# Our Proven Process

A clear, manageable path from ambition to active EMEA revenue

1

## Discovery Call

We learn your product, your goals and where you want to go. No cost, no commitment.

2

## Market Assessment

We identify the right EMEA markets to enter first, based on your product fit and competitive landscape.

3

## Dealer Research & Longlist

Thorough research surfaces the credible, capable dealers in each target market — and filters out the wrong ones.

4

## Qualification & Appointment

We meet, assess and recommend dealer partners — and help structure the agreements correctly from the start.

5

## Onboarding, Development & Growth

We develop your new dealers into high performers — and continue building the network as your EMEA business grows.



# Ready to Build Your EMEA Dealer Network?

We've helped niche North American equipment manufacturers move from zero EMEA presence to active, growing dealer networks. Let's talk about what that could look like for your business.

**Book a Discovery Call**  
**Email: [jhanss@hanssgroup.com](mailto:jhanss@hanssgroup.com)**