

Paul Tenney's Global Entrepreneurial Journey

Learn from the story
of a Database Technology
Entrepreneur who found
success in Asia.



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Choose A Promising Industry

Paul entered the Database Marketing industry.



In the early 2000's, Database Marketing tech had:

- ✓ high potential
- ✓ low maturity

Learn and Build Your Track Record (As An Employee)

Paul joined a company in a growth industry and took every opportunity he was offered to rapidly gain executive experience.



Develop Your Customer Focus

Paul focused heavily on customer service and customer success activities to learn about customer problems and needs, and how to care for them.



Accelerate Your Accumulation Of Experience

Paul accepted a job overseas which allowed him to gain valuable experience satisfying different customer requirements in a new region with the same tech.



Paul launches his own business!

Find Partners On Your Route To Launch

Paul struck a reseller deal which allowed him to use the technology manufacturer as a strategic partner, but still maintain his own list of customers and relationships.



Initial Value Proposition

Paul offered a unique value proposition to prospective clients:



Customized/
Localized
Service



Big Company
Tech &
Scale



Unit
Economics

Customer Success Route To Deeper Understanding

Paul recognized that in order to succeed, his customers had to succeed. He worked to reveal unmet customer needs and built a Customer Success Team to compose problem statements.



Advanced Value Proposition

Paul refined his value proposition as he learned more about the unmet needs of his customers and his team grew.



- ✓ High levels of customized/localized service (e.g. language)
- ✓ At global list price
- De-complexify to help
- ✓ customers experience more value from available tech

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