

How SwalTech made its first international sale

Healthtech · international expansion, New Zealand into Australia

1st

international sale, closed during the engagement

NZ to AU

first market entry

Sales-ready

a clinical team confident to sell

THE CHALLENGE

SwalTech's rehabilitation app for people with swallowing impairments had real traction in New Zealand. The team wanted to grow overseas, but a small, clinically-minded team had a genuine gap in how to commercialise into regulated international health systems: the sequencing, the pricing, the procurement, and how to even start the conversations. The usual export-support advice didn't fit the nuance of their product.

WHAT WE DID

Nick embedded as a partner, not an arm's-length adviser. He joined daily standups, set up a CRM, built a segmentation strategy, and created a clear way to warm up and approach prospects. He also changed how a clinical team saw selling, that it's just a conversation and nothing to fear. When it was time to move into Australia, he got on the plane and met customers alongside them.

THE RESULTS

SwalTech closed its first international sale while Nick was still working with them, the moment the business shifted from validating the product to real sales momentum. Once that first deal landed, others began to close. The team came away with the tools, the process, and the confidence to keep going on their own.

“He was like a colleague and a partner rather than a contractor.”

Emma Hayes, CEO, SwalTech

Taking a proven New Zealand product into international markets? That first overseas sale is exactly the work I do. [Let's talk.](#)

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