

# 4 Essential Teams to Build for Rapid Business Expansion

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For a company to start, it needs little more than a great idea and some executive business acumen.

However, the road toward expansion requires some extra paving. To see your business grow, you need to craft core teams to identify, attract, nurture, and empower customers, all while maintaining smooth and efficient business operations.

In this article, we pinpoint the four essential teams necessary for successful expansion and highlight a few key roles in each team. For several of these roles, you can hire remote, international employees to diversify your organization and make strategic inroads abroad; partner with a global HR partner like Borderless AI Employer of Record services for a seamless hiring process.



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## **Marketing Team**

You could create the world's first perpetual motion machine – however, unless you have an expert marketing team to get the word out, the product won't make a splash.

A marketing team's role is to promote your products/services by developing strategies to reach, attract and convert customers. Marketing uses diverse channels like advertising, social media, and content creation to raise awareness, generate leads, and ultimately drive sales for the company.

*Key Roles to Fill: Marketing Strategists, Content Creators, and Digital Marketers*

## **Sales Team**

A fantastic sales team is essential for revenue generation. They work with the marketing team to identify potential leads, and then work those leads through a pipeline to becoming customers.

From initial contact to closing the deal, your sales team should be considerate, precise, and acutely attuned to potential customers' needs and pain points. If your company plans to expand into new countries, consider establishing international sales teams that understand local consumers. As mentioned, partner with an EOR platform to streamline this process.

*Key Roles to Fill: Sales Representatives, Account Managers, and Sales Operations Specialists.*

## **Customer Success Team**

While some use "customer support" and "customer success" interchangeably, there's an important distinction between the two. While customer support teams tend to be reactive in their communication with customers – managing frustrations, fielding queries, and troubleshooting – a customer success team is proactive. They anticipate customers' needs, empower them to make the most of the product/service, and offer personalized support to create long-term relationships.

Where your marketing and sales teams are the twin bedrocks of customer acquisition, a skilled customer success team drives customer retention, setting your company up for extended prosperity. To offer round-the-clock customer success, consider hiring multiple teams across several time zones with the help of a global EOR platform.

*Key Roles to Fill: Customer Service Managers, Support Representatives, and Customer Onboarding Specialists.*

## **Operations Team**

Perched above the entire organization is the operations team, which is responsible for the high-level operational efficiency of various teams. They streamline workflows, ensure effective resource allocation, organize production, and coordinate logistics, ultimately ensuring that a company meets its obligations within deadlines.

If the organization is a machine, you can think of an operations team as the mechanics, making sure everything runs smoothly. Recruitment and onboarding are particularly critical when selecting for operations roles since the operations team must have an intimate knowledge of your organization's inner-workings. In other words, be methodical when hiring and training the positions below.

*Key Roles to Fill: Operations Managers, Logistics Coordinators, and Process Improvement Specialists*

### **The Importance of HR Solutions in Building Out Your Organization**

In the modern workplace, employee satisfaction is paramount. Leading engaged, proud and productive employees underpins everything else. Among other things, it nurtures higher organizational success rates; it lowers turnover, thereby saving your company tens of thousands (potentially more) in re-hiring costs; and it generates a robust and attractive company culture that will make it easier for you to scout talent in the long term. For all the granular detail above about which teams to build and what positions to hire, you must keep employee satisfaction top of mind.

And the key to that company-wide satisfaction is in your HR solutions. HR solutions from a global EOR platform ensure that your international teams are onboarded successfully, paid instantly, afforded their benefits without any red tape, and nurtured on their path to becoming company all-stars.

If you plan to capitalize on the global talent pool, saving money and filling organizational gaps in the process, then partnering with an EOR platform is a critical step.

On your journey toward local, national, or global expansion, consider building these four essential teams. Level up your product exposure with a first-rate marketing team that can tap into diverse markets. Craft a dedicated sales team to turn that research and insight into revenue-generating sales. Retain customers with a proactive, personable customer success team that works on employee success around the clock. And manage the high-level efficiency of the whole organization with a dynamic operations team. Develop a hiring plan, take your time with the process, cast a wide international net, and work with a global EOR for a seamless process.