



Case Study

Building a High-Performing Offshore Sales Team in Malaysia

Australia Edition

FastLaneRecruit Building Teams,
Powering Growth

Contents

1	Build Your Offshore Sales Team in Malaysia for Australian Companies	5
2	1.Stage 1: Build The Right Team	6
3	2. Stage 2: Set Up The Workspace	13
4	3. Stage 3: Equip Your Team	17
5	Outcome & Results	20
6	5. Bringing It All Together: Your Offshore Team, Fully Supported	21
7	6. Start with a Complimentary Discovery Call	22

About FastLane

Fastlane Group, established in 2013, began as an innovative accountancy and advisory firm specializing in supporting SMEs, entrepreneurs, startups, high-growth companies, and businesses expanding globally. With a commitment to combining technology and expertise, we have consistently delivered best-in-class services, ensuring our clients in Hong Kong meet their financial and compliance needs, allowing them to focus on their core business objectives.

As the business landscape evolves, so have we. Recognizing the growing demand for flexible and cost-effective talent solutions, we have established FastLaneRecruit to assist clients with recruitment and building remote teams in Southeast Asia. This expansion allows our clients to access high-quality talent while benefiting from our comprehensive support in HR advisory, payroll administration, and compliance, helping them scale their businesses efficiently and confidently in a competitive environment.

Our Purpose

At FastLaneRecruit, our purpose is to empower businesses to achieve their full potential by delivering innovative and reliable recruitment and Employer of Record (EOR) solutions. We are dedicated to assisting our clients in building and managing remote teams in Southeast Asia, providing access to a diverse talent pool while ensuring seamless HR, payroll, and compliance management. Through our expertise and advanced technology, we strive to be the trusted partner that enables businesses to scale efficiently, reduce costs and focus on their strategic growth.

Our Mission

Our mission is to empower businesses to grow and thrive by providing innovative, reliable, and cost-effective recruitment and Employer of Record (EOR) solutions. We are committed to helping our clients navigate the complexities of talent acquisition and management, ensuring that they can build and scale their teams with confidence, efficiency, and compliance. Through our expertise and dedication, we aim to be the trusted partner for companies seeking to expand their capabilities and achieve long-term success in a competitive global market.

Our Principles

- **Client-Centric Focus:** Tailored solutions to address client-specific challenges.
- **Integrity and Transparency:** Uphold the highest standards in all interactions.
- **Innovation and Excellence:** Continuous improvement and adoption of the latest technology.
- **Collaborative Partnership:** Foster strong partnerships both within our team and with clients.
- **Responsiveness and Agility:** Adapt quickly to the evolving needs of clients and the market.

Our Values

- **Commitment to Quality:** Deliver high-quality services that exceed client expectations.
- **Respect and Integrity:** Treat everyone with respect and act with honesty.
- **Innovation:** Continuously seek innovative solutions.
- **Customer Focus:** Prioritize client needs and provide tailored solutions.
- **Collaboration:** Value teamwork and collaboration to achieve common goals.
- **Responsiveness:** Ensure timely and effective solutions.
- **Excellence:** Pursue excellence in all aspects of our work.

Get in Touch

For more information or to contact FastLane Group on Company Formation, please email:

enquiry@fastlanerecruit.com

Disclaimer

Information provided by our recruitment agency is general and without guarantees. Employers are responsible for their own assessments and due diligence when hiring. Our agency is not liable for any actions taken based on this information.

Building Offshore Sales Team in Malaysia For Australian Companies

Companies across Australia, Hong Kong, and Singapore are grappling with a combination of rising labour expenses, a tightening talent pool, and increasing demands to expand operations without sacrificing service quality.

Conventional outsourcing models are increasingly falling short, lacking the integration, oversight, and consistency required by today's agile businesses. While outsourcing was once the go-to method, modern companies are now turning to more strategic approaches. They're looking for dedicated teams that seamlessly align with their internal processes and standards, not just temporary or transactional support. As a result, many are turning to offshore team building in efficient and scalable talent markets like Malaysia.

At FastLaneRecruit, we deliver this smarter solution, enabling companies to build dedicated, high-performing offshore sales teams in Malaysia that operate as a true extension of their business, all without the hassle of establishing a local entity.

We provide a full-service offshore team solution built on three core pillars:

Stage 1: Build the Right Team

Stage 2: Set Up a Functional Workspace

Stage 3: Equip and Enable Your Team

By working with us, companies can scale confidently, drive long-term cost efficiency, and strengthen operational resilience while maintaining the performance standards their clients and stakeholders expect.

1. Stage 1: Build the Right Team

1.1 Talent Sourcing

To build a high-performing offshore sales team for an Australian company, we began with in-depth consultations to understand their specific staffing needs and sales processes. We identified a variety of roles critical to their sales function, including sales development representatives, account executives, lead generation specialists, and a team coordinator to manage internal and client-facing communications.

We then tapped into our deep talent network in Malaysia, developed through years of industry experience and strong local recruitment partnerships. Each candidate was thoroughly vetted to ensure they met the client's exact role requirements and were capable of succeeding in offshore sales positions with strong communication abilities, sales aptitude, and familiarity with Australian market expectations.



1.1.1 Offshore Sales Roles

A high-performing offshore team requires the right mix of roles to support your entire sales workflow:

Sales Development Representatives (0–2 years)

Generate outbound calls and emails to identify new prospects. Qualify leads based on predefined criteria before handing them to Account Executives. Maintain accurate lead records in CRM systems and assist in scheduling meetings and demos. Collaborate with marketing to support campaign-driven outreach.

Inbound Sales Executives (2–4 years)

Respond to inbound sales inquiries and follow up on marketing-qualified leads. Conduct product presentations and close smaller-value deals remotely. Prepare proposals, quotes, and basic contracts. Work towards monthly sales targets and collaborate with onboarding teams to ensure smooth transitions.

Account Executives (3–5 years)

Manage the entire sales cycle from lead qualification to deal closure. Build relationships with SME and enterprise clients across industries. Maintain a healthy pipeline and provide revenue forecasts using CRM platforms. Collaborate with SDRs and sales support teams to drive conversions.

Sales Team Leads (5–7 years)

Oversee a small offshore sales team (3–8 members), providing coaching and feedback. Monitor key performance indicators such as conversion rates and pipeline growth. Develop sales scripts, training guides, and objection-handling frameworks. Coordinate daily team stand-ups and report performance to Australian HQ.

Sales Managers (7–10+ years)

Lead the end-to-end offshore sales operation, including team recruitment, training, and strategic alignment. They ensure that regional sales efforts are aligned with overall Australian business objectives. They also need to oversee CRM hygiene, sales reporting, and workflow automation while fostering a performance-based culture with clear growth trajectories.

1.1.2 Key Evaluation Criteria We Look For When Hiring Remote Sales Teams for Australian Companies

To ensure your offshore sales team in Malaysia integrates smoothly with Australian business practices, we focus on candidates with the following skills and experience:

Proficiency in Sales Tools and CRM Platforms

We prioritise candidates with practical experience using the essential sales and CRM platforms widely used by Australian companies, such as Salesforce, HubSpot, Zoho CRM, and Pipedrive. This includes not only basic navigation and data entry but also demonstrated ability in:

- Setting up and managing sales pipelines tailored to Australian market workflows
- Accurately tracking leads, opportunities, and customer interactions
- Generating detailed sales reports and forecasts
- Utilizing automation features for lead nurturing and follow-ups
- Employing integrated communication tools like email sequences and call logging within CRM systems

Lead Qualification and Prospecting Skills

For Australian sales teams, effective lead qualification and prospecting are critical. We ensure candidates have:

- A practical understanding of Australian B2B and B2C sales cycles
- Experience in researching and segmenting target markets to identify qualified leads
- Proficiency in cold calling, email outreach, and social selling techniques relevant to the Australian business context
- The ability to nurture prospects through different sales funnel stages using CRM tools
- Familiarity with setting appointment goals and coordinating with account executives

Sales Cycle Management and Deal Closing

Australian companies expect offshore sales members to manage the full sales process efficiently. Our screening verifies candidates can:

- Handle end-to-end sales activities, from lead engagement to deal closure
- Develop relationships with clients across diverse industries and sectors
- Maintain accurate and up-to-date sales pipeline data with forecast accuracy
- Collaborate closely with pre-sales, marketing, and customer success teams to support deal progression
- Prepare sales proposals, quotations, and contracts consistent with Australian business practices

Understanding of Australian Market and Business Culture

It is essential that offshore sales professionals supporting Australian companies comprehend the local market nuances. We look for candidates who demonstrate:

- Awareness of Australian business etiquette, communication style, and decision-making processes
- Understanding of key industry trends and regulatory considerations relevant to clients
- Experience working with Australian SMEs, enterprises, or government entities
- Ability to navigate cultural differences while maintaining strong client relationships
- Sensitivity to local time zones, holidays, and business hours for effective collaboration

Technical Competence and Remote Collaboration Skills

Modern Australian sales teams operate in cloud-based, digitally connected environments. We seek candidates skilled in:

- Using Microsoft Excel or Google Sheets for sales data analysis and reporting
- Collaborating with tools like Microsoft Teams, Zoom, Slack, or Google Workspace for seamless communication
- Managing document sharing securely via platforms such as Dropbox or OneDrive
- Adapting quickly to multiple software platforms to maintain data accuracy and communication flow
- Demonstrating self-discipline and reliability in remote work settings to support distributed teams

1.2 Employer of Record (EOR) Services

After identifying the best candidates, we onboard them through FastLaneRecruit's local Employer of Record (EOR) system. This solution offers a fully compliant employment arrangement that enables Australian companies to hire offshore sales talent in Malaysia without needing to establish a local legal entity.

Under this EOR arrangement, FastLaneRecruit acts as the official employer of your offshore sales team members in Malaysia. This means your Australian company maintains full control over daily operations, workflows, and team performance, while FastLaneRecruit manages all HR, compliance, and employment obligations locally.

Here's how it works:

- **Operational Control:** You define roles, select team members, and oversee their daily activities to meet your company's standards.
- **Local Compliance:** We provide legally compliant Malaysian employment contracts, register employees with relevant statutory bodies such as EPF, SOCSO, and EIS, and handle onboarding in accordance with Malaysian labor laws.
- **Payroll & HR:** We manage payroll processing, payslips, statutory contributions, leave tracking, and HR filings, relieving you from the complexities of Malaysian employment regulations.
- **HR Support:** Acting as the legal employer, FastLaneRecruit offers ongoing HR support, addressing employment matters and ensuring adherence to Malaysian labor legislation.
- **Risk Management:** Our EOR framework eliminates the need for your company to set up a local entity in Malaysia, significantly reducing legal and operational risks.

This model is ideal for Australian companies aiming to expand offshore efficiently and compliantly. With our EOR service, you can launch your offshore sales team quickly while focusing on business growth, while we handle the HR, legal, and compliance responsibilities.

1.3 Payroll & Compliance Management

FastLaneRecruit takes full responsibility for payroll and compliance management for your offshore sales team in Malaysia, ensuring timely, accurate, and legally compliant processes aligned with local employment standards and best practices.

Our comprehensive payroll and compliance services cover employee compensation administration, statutory deductions, tax obligations, and HR record maintenance. This thorough approach safeguards your company's reputation, fosters trust with your offshore team, and guarantees fair and punctual employee payments.

1.3.1 Key Components and How We Execute Them

We begin with monthly payroll processing, calculating each employee's gross salary, statutory deductions, and net pay. Using secure payroll systems, we factor in allowances, overtime, or bonuses according to Malaysian labor laws. All payroll data undergoes strict quality checks to ensure accuracy.

We manage mandatory statutory contributions and deductions, including:

- **EPF (Employees Provident Fund):** Malaysia's retirement savings program, similar to superannuation systems, with contributions from both employer and employee.
- **SOCSSO (Social Security Organisation):** Workers' compensation insurance covering workplace injury and illness.
- **EIS (Employment Insurance System):** Provides unemployment benefits similar to other regional schemes.
- **Income Tax Deductions (PCB):** Monthly tax withholdings calculated and submitted to Malaysia's Inland Revenue Board (LHDN).

Issuing detailed payslips to each employee is a key part of our process, offering transparency with clear breakdowns of earnings, statutory deductions, and net salary.

We also handle leave management by tracking annual, medical, and statutory leave entitlements, ensuring compliance with the Malaysian Employment Act 1955 and providing regular reporting to both employees and management.

1.3.2 Why This Matters for Your Company

For Australian companies operating offshore sales teams in Malaysia, adhering to local employment laws is essential. Effective payroll and HR compliance:

- Protects your company from legal penalties, disputes, and reputational harm
- Builds trust and engagement among your offshore workforce
- Ensures your Malaysian operations meet the same professional standards as your Australian headquarters

By fully managing these processes, FastLaneRecruit lets you focus on growing your business with confidence, knowing your offshore sales team is supported, compliant, and compensated fairly.



2. Stage 2: Set Up the Workspace

2.1 Workspace Sourcing & Office Setup

For many Australian companies expanding offshore operations in Malaysia, securing the right workspace is crucial for operational efficiency and employee satisfaction. At FastLaneRecruit, we provide full support in sourcing and setting up workspaces, ensuring your offshore sales team has an environment tailored to your business needs.

We begin with a thorough needs assessment to understand your team size, preferred work arrangements (e.g., hybrid, fully on-site), and any special workspace requirements such as private areas for confidential calls, meeting rooms for collaboration, or secure IT infrastructure to protect sensitive information.

Using our local market knowledge, we conduct detailed research and present side-by-side comparisons of workspace options so you can select the best fit for your offshore sales team:

- **Coworking Spaces:** Offering flexibility, cost-effectiveness, and shared amenities, coworking spaces suit smaller teams or companies that value a dynamic, collaborative atmosphere. These spaces typically provide high-speed internet, meeting rooms, reception services, and networking events — ideal for firms testing offshore expansion before committing long-term.



- **Private Office Suites:** Designed for companies needing a dedicated, branded, and secure environment without managing a full standalone office. Private suites offer greater privacy, consistent branding, and direct control over workflows, balancing flexibility with professionalism.
- **Self-Rented Office Spaces:** Best for larger teams or firms with long-term expansion plans, these spaces provide complete control over layout, privacy, and security features. This option creates a fully customised environment aligned with your brand and operational culture, which is perfect where data security and confidentiality are top priorities.

To guide your choice, we deliver a clear comparison report covering:

- Location advantages: Access to transport, client hubs, and nearby business amenities
- Cost and lease flexibility: Evaluating upfront costs versus long-term savings
- Privacy and data security: Critical for protecting sensitive business information
- Scalability: Ensuring the workspace can expand as your team grows



2.2 Virtual Tours and Site Assessments

We organise detailed virtual tours and site visits, allowing you to evaluate each workspace's layout, security, and facilities without the need to travel. This ensures you select a workspace that fits your team's operational needs and expectations.

2.3 Local Negotiation and Lease Management

Once your preferred workspace is selected, FastLaneRecruit acts as your trusted local partner, negotiating on your behalf. We handle everything from securing competitive rental rates and deposits to managing shared facility access and lease flexibility. With deep Malaysian market expertise, we help you avoid hidden fees and secure an office that supports your business goals.

2.4 Why Workspace Setup Matters

A well-designed, fully equipped workspace is a strategic foundation that drives your offshore team's success and overall business performance. Here's why it matters:

- **Talent Attraction and Retention:** A convenient, comfortable, and well-resourced workspace enhances employee satisfaction, helping you attract and retain top sales talent. It reflects your commitment to your team's well-being and service quality.
- **Scalability:** Choosing the right workspace model from coworking to private offices or self-rented premises ensures your offshore team can expand smoothly without operational disruptions. Flexible leases and adaptable layouts support your evolving needs.
- **Operational Continuity:** A professional workspace guarantees reliable high-speed internet, secure IT infrastructure, and essential utilities to foster uninterrupted daily operations and smooth collaboration with your Australian headquarters.



2.5 Our End-to-End Support

At FastLaneRecruit, we manage every step of setting up your offshore workspace in Malaysia so you can concentrate fully on your core business. Our comprehensive services include:

- **Local Expertise and Location Assessment:** Leveraging our knowledge to find locations balancing convenience, accessibility, and proximity to key business centers.
- **Virtual and In-Person Tours:** Coordinating tours to help you evaluate workspace layouts, security, and amenities without traveling.
- **Lease Negotiation and Contract Management:** Acting as your local negotiator to secure the best terms, including rental rates, deposits, shared facility access, and flexible clauses to support growth.
- **Workspace Setup and Operational Readiness:** Handling ergonomic furniture, collaborative spaces, internet and power supply, secure data infrastructure, and ensuring regulatory compliance so your offshore team can be productive from day one.



3. Stage 3: Equip Your Team

For Australian companies expanding offshore to Malaysia, providing your sales team with the right technology and tools is vital to ensuring smooth operations and consistent performance. At FastLaneRecruit, we offer comprehensive support to ensure your offshore team is fully equipped and integrated with your Australian operations from day one.

3.1 IT & Equipment Provisioning

We start by sourcing and setting up IT equipment that meets the demanding standards of Australian sales workflows. Our priority is to supply technology that supports your team's daily tasks, collaboration with your Australian office, and strict data security requirements.

This includes:

- **Laptops and monitors** capable of handling CRM software, sales analytics tools, and communication platforms essential for managing complex sales pipelines and client interactions. Devices are selected for reliability and speed to enable multitasking across multiple applications.
- **Headsets, docking stations, and ergonomic accessories** to create comfortable and professional workstations that reduce strain during long hours of communication with clients and colleagues. Clear audio and seamless device connectivity are essential for smooth cross-border collaboration.
- **Printers and scanners** (if required) to support hybrid workflows which is helpful for handling contracts, product sheets, or client documentation. We ensure these devices work seamlessly with your document management systems.

Each device is locally tested and configured by our IT experts to ensure full compatibility within your company's technology ecosystem. This includes setting up user accounts, installing software and security updates, and running performance checks to guarantee readiness.

By managing everything from procurement to final setup, we provide a plug-and-play experience so your offshore sales team can start immediately without technical delays—fully aligned with your Australian business processes.

3.2 Software Installation & Pre-Onboarding Setup

Before your offshore sales team's first day, we handle the installation and full configuration of all critical software to ensure immediate productivity and secure integration. This setup mirrors your Australian operations and safeguards sensitive client and company data.

Key areas include:

- **Sales and CRM tools:** We install and configure platforms like Salesforce, HubSpot, Zoho, or other preferred software tailored to your workflows. This covers account setup, integration with your Australian systems, and ensuring full functionality for pipeline management, sales reporting, and customer communication.
- **Secure document management:** We set up cloud platforms such as Google Drive, Dropbox, or OneDrive with proper access controls and folder structures aligned to your company's document policies. This enables smooth collaboration on sales collateral, contracts, and client files while maintaining data security.
- **Communication and collaboration:** We configure Microsoft Teams, Zoom, Slack, or similar tools for seamless real-time communication and project coordination. This includes creating user groups, scheduling integration, and testing audio/video quality to ensure effective contact with your Australian team and clients.
- **VPN and cybersecurity protocols:** Recognising the importance of data privacy, we implement VPN access and advanced security measures to protect sensitive information, ensuring compliance with Australian privacy and confidentiality standards. This supports secure file sharing, encrypted connections, and role-based access controls.

Our team verifies every part of the setup to ensure your offshore staff can access tools and data without technical issues. Aligning software with your Australian workflows helps your offshore team deliver accurate, compliant, and integrated work from the start.

This pre-onboarding setup forms the foundation for operational continuity, data integrity, and a seamless client experience.

3.3 Local IT Support

We recognise that even well-equipped offshore teams need ongoing technical support to maintain productivity and security. FastLaneRecruit provides continuous, locally based IT assistance customised to the needs of Australian sales teams.

Our services include:

- **Troubleshooting and hardware maintenance:** Rapid resolution of technical problems to minimise downtime and keep your sales team focused. From device malfunctions to software glitches, our local IT team responds quickly to resolve issues.
- **System updates and software maintenance:** Regular updates and maintenance for all software and operating systems, including sales platforms and communication tools, to reduce vulnerabilities and maintain peak performance aligned with Australian standards.
- **Network security and VPN management:** Continuous management of VPN connections and network protocols to safeguard sensitive client data and meet Australian privacy compliance.
- **Equipment upgrades and replacements:** Managing hardware lifecycle by upgrading or replacing devices as needed to ensure your team has access to up-to-date, high-performance tools. This proactive approach helps avoid disruptions and maintains expected productivity levels.

Providing this robust local IT support ensures your offshore sales team has the confidence and reliability required to deliver consistent, high-quality results every day.

3.4 Why This Matters

For Australian companies, dependable IT infrastructure is critical not just for convenience but for maintaining client trust and regulatory compliance. FastLaneRecruit's comprehensive IT support equips your offshore sales team with the tools and security needed to consistently deliver excellent service aligned with your Australian office's standards.

4. Outcome & Results

What We Offer	How It Helps You
Full-spectrum sales talent	From entry-level to senior leaders, fully aligned with your company's unique needs.
Significant cost savings	Up to 60% more cost-effective compared to hiring domestically.
Quick deployment	Your offshore sales team can be hired and operational within 30 days.
Compliance & HR handled	No local entity required, we manage payroll, taxes, and employment admin.
Customizable infrastructure	Workspaces and IT systems tailored to your preferred tools and workflows.



5. Bringing It All Together: Your Offshore Team, Fully Supported

At FastLaneRecruit, we know that building a successful offshore sales team in Malaysia goes beyond just recruitment. It's about creating a secure, compliant, and fully integrated extension of your Australian operations. Here's how we make it happen:

- **Stage 1: Build the Right Team**
- We source and onboard sales professionals at every level, ensuring they're the right fit for your company culture and sales processes.
- **Stage 2: Set Up a Functional Workspace**
- We handle all workspace sourcing and setup, balancing cost-effectiveness with your brand requirements and operational preferences.



- **Stage 3: Equip and Enable Your Team**

- We provide your offshore team with modern IT infrastructure, CRM tools, communication systems, and ongoing support to ensure they are productive and aligned with your systems from the start.

6. Start with a Complimentary Discovery Call

To explore how these three stages can support your company's goals, we offer a complimentary free discovery call. This no-obligation session is your chance to share your business needs and discover how our customised offshore solutions can deliver measurable results.

We also welcome you to visit Malaysia to:

- Meet the FastLaneRecruit team — your dedicated partner in building and managing your offshore sales team
- Tour potential workspaces to see the professional environments available to your team
- Explore our infrastructure and operational workflows, gaining full confidence in our service capabilities
- Witness our IT and support systems in action, including data protection, seamless connectivity, and real-time performance

Contact us today to schedule your discovery call and take the first step toward building a smarter, more cost-effective offshore sales team with FastLaneRecruit.





Please drop us an email at
enquiry@fastlanerecruit.com



Give us a call on **(+852) 3956 3112**
or **(+603) 2779 4963**



**Book an appointment and swing by
our offices for a chat and coffee.**



Scan our QR code to visit our
website, alternatively visit us on
fastlanerecruit.com



FastLaneRecruit

Room 1405 | 135 Bonham Strand Trade Centre
135 Bonham Strand | Hong Kong

Suite 4 & 5, IOI Mall Damansara
47800 Petaling Jaya | Malaysia

9/F, No. 62 Emei Street, Wanhua District,
Taipei City, Taiwan

FastLaneRecruit

'Building Teams, Powering Growth'

Building Teams, Powering Growth
Talk to one of our recruiters
today.

fastlanerecruit.com
enquiry@fastlanerecruit.com

FastLaneRecruit Building Teams,
Powering Growth