



Top Tips - What Every Business Should Consider When Planning To Enter International Markets

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*Collaborating with companies worldwide
to drive sustainable revenue*

We work with clients to discover unique and cost-effective methods to enter new markets and develop incremental revenue streams in existing ones





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Some of our clients





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**Where do
you start?**





**What questions are you trying to answer?
How many are already selling internationally?**



TIP #1 - FIND SOMEONE WHO HAS DONE IT BEFORE

There is nothing worse than learning through trial and error

- Culture, customs and language
- Roadblocks and opportunities
- Best approach for the market

TIP #1 - FIND SOMEONE WHO HAS DONE IT BEFORE (continued)

There is nothing worse than learning through trial and error



Minnesota International Center
A World Affairs Council



Minnesota Trade Office



TIP #2 – DETERMINE THE BEST WAY TO ENTER THE MARKET

Whether selling to businesses or consumers there are many different go-to-market strategies

- Direct - online
- Use a distributor
- Use a dealer or rep network

TIP #2 – DETERMINE THE BEST WAY TO ENTER THE MARKET (continued)

Whether selling to businesses or consumers there are many different go-to-market strategies



TIP #2 – DETERMINE THE BEST WAY TO ENTER THE MARKET (continued)

Whether selling to businesses or consumers there are many different go-to-market strategies

- Internet – direct or both
 - Website design options
 - Search Engines - Google, Yahoo, Bing, Baidu in China, Yandex in Russia, Naver in Korea
 - Google AdWords and others

TIP #3 – DON'T TAKE THE EASY ANSWER. THINK LONG TERM

Select partners carefully. This is a long term relationship and critical to success

- Create a list of what is most important in the relationship
- Assess the strengths and weaknesses of the potential partners to find the best fit

TIP #3 – DON'T TAKE THE EASY ANSWER. THINK LONG TERM (continued)

Select partners carefully. This is a long term relationship and critical to success

Client Story: Company doing business in Australia

- Easy but wrong choice
- Exclusive distribution agreement
- Price sensitivity

TIP #4 – IT'S NOT THE SAME AS SELLING IN THE US

Following best practices from the US doesn't insure success in another market

- What parts of the selling process are the most critical to localize
- Customer motivation and influencers may be different

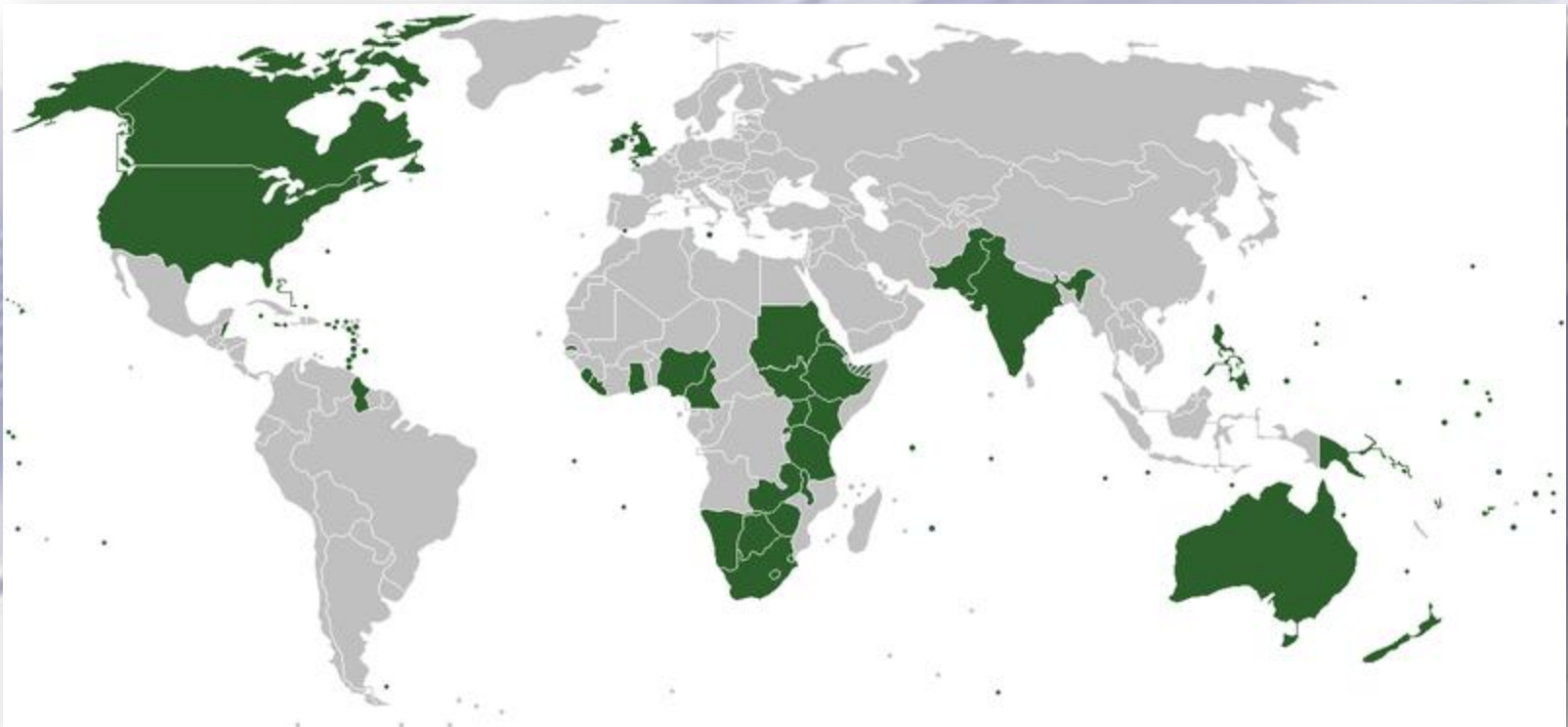
TIP #5 – DON'T IGNORE THE LANGUAGE

Many people around the world speak English. But it's not the right thing to do everywhere

- Just because customers speak English – it isn't always the best option. But in some regions it is.
- The product itself may not need to be adapted to a local market, but sales materials, packaging, training and more may need to be reviewed

TIP #5 – DON'T IGNORE THE LANGUAGE (continued)

Many people around the world speak English. But it's not the right thing to do everywhere



TIP #5 – DON'T IGNORE THE LANGUAGE (continued)

Many people around the world speak English. But it's not the right thing to do everywhere

Client Story: Company doing business in the Netherlands

- English in Amsterdam
- English taught in schools

TIP # 6 – CULTURE, CULTURE, CULTURE

Everything needs to be acceptable with the culture where you are doing business

- Consider colors, truth in advertising, humor, product naming and packaging
- Pricing and landed costs can include more than shipping (recycling fees, value added local taxes)

TIP # 6 – CULTURE, CULTURE, CULTURE (continued)

Everything needs to be compatible with the culture where you are doing business



- Packaging recovery legislation
- Used in 33 European countries but not all
- Green Dot on packaging

TIP # 6 – CULTURE, CULTURE, CULTURE (continued)

Everything needs to be compatible with the culture where you are doing business

- 22 product categories
- EEA and EU (30 countries)
- Certifies that products have met EU health, safety & environmental requirements to ensure consumer and workplace safety



TIP # 6 – CULTURE, CULTURE, CULTURE (continued)

Everything needs to be compatible with the culture where you are doing business

Client Story: Company doing business in Japan

- Stylish new retail packaging
- Graphics that don't work

TIP # 7 – DISTANCE MAKES EVERYTHING MORE DIFFICULT

Distance can make a difference, and “distance” is more than geographic

- Understand what is most important and act on it
- Market entry decisions need to look beyond the “math equation”
- Dedicate a resource. Communicate often with your partners

TIP # 8 – DON'T HIRE IF YOU WANT TO FIRE

Local laws and regulations differ, but often are more stringent than employment laws in the U.S.

- Letting someone go can sometimes be difficult
- Local staff is not always preferable. Rep firms, distributors or partners often provide the appropriate sales coverage needed

SUMMARY

Enter the market with your eyes and mind open. Go in with a plan

- Get help
- Determine a go-to-market strategy
- Identify target countries or regions
- Dedicate a resource



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Questions?

