

Potential Pitfalls for Entering the U.S. Market

STOP

✗ Trying to increase initial sales in the U.S. with an outsourced sales director

✗ Assuming that the business cultures of western markets are all similar enough that expansion can be a success without much thought about cultural intelligence

✗ Counting on the U.S. economic recovery to guarantee a successful launch without first validating your data

✗ Thinking all business audiences are the same

✗ Hesitating to offer a concept, an idea, or a new solution during the launch period

GO

✓ Establish a clear support framework before anything else

✓ Become "self aware;" know where your and your team's skill gaps are when it comes to localization

✓ Plan and lay the groundwork for an official launch during an upward market swing

✓ Prepare for conversational differences and nuances

✓ Create a strategic framework to appeal to the cultural expectations of U.S. audiences who don't want to miss out on innovation



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For more questions, please contact info@ketteringinternational.com