



Preparing to Enter the US Market

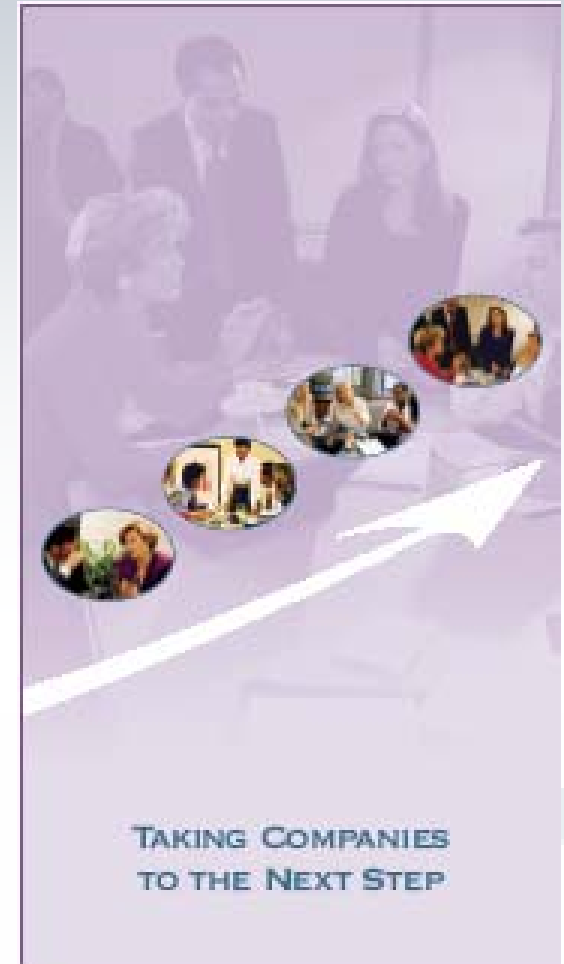
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Next Step

- Next Step is recognized as the go-to partner for company growth – ensuring our client companies achieve their maximum potential and results
- Headquartered in Silicon Valley, California
- Over 35 seasoned professional consultants
- Next Step Services:
 - International launch
 - Sales consulting
 - Marketing strategy
 - Business development
 - Go-to-Market planning
 - Executive recruitment
 - Employee engagement
 - Operational processes



Global Business Expansions Fail Due To:

1. Lack of targeted strategy and plan

2. 'Exporting' marketing and operations

3. Underestimating time and cost required for success

4. Lack of understanding of local market

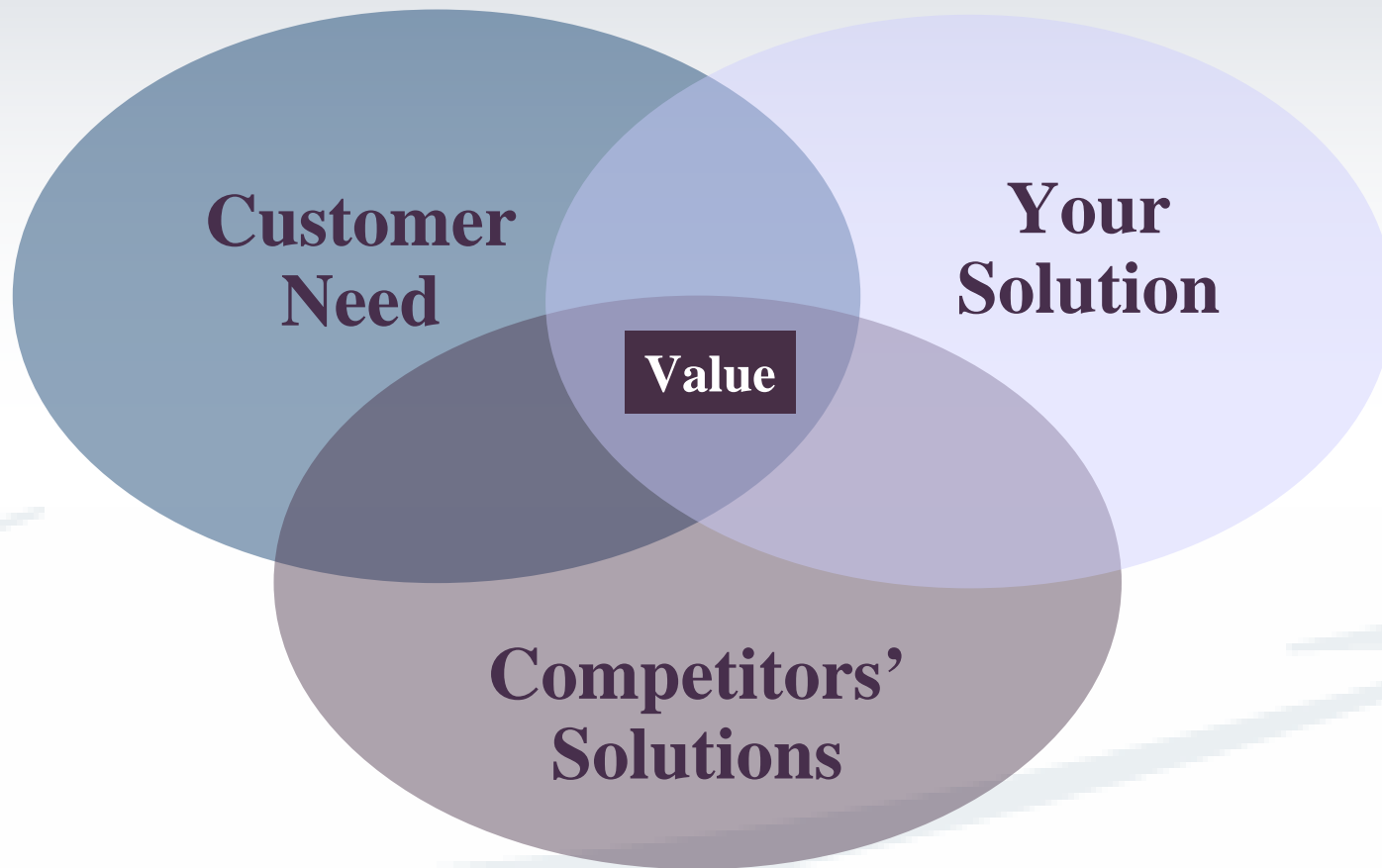
5. Expansion for wrong reason and bad timing

Successful US Business Requires:

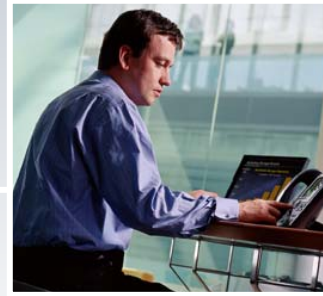
- Passion, belief and patience
- Goals built from:
 - Sustainable future business need and model
 - Segmentation of market
 - Clear understanding of support needs
 - Intent to localize all processes
 - Local sales and marketing approaches
- Local partners with insight and resources
- Clear understanding of value your company brings to partners and market

Defining your value

Your solution uniquely solves customer issues and provides value



US Business Imperatives



Execution

- Top talent acquisition
- Process simplification
- Cost containment
- Knowledge management



Productivity

- Engaging key talent
- Mobility / Virtuality
- Resilience / Continuance
- Performance Optimization



Competitive Positioning

- Cost or differentiation
- Customer value delivery
- Global reach and position

Market assessment is:

- Process for defining where and how you can best position your offering in the competitive US market.
- Method for gaining *facts* to validate and maximize success of US launch.
- Need to know facts about:
 - US market trends and directions
 - Target market needs and perspectives
 - Potential customers' needs and buying patterns

Checklist for Successful US Market Entry

- Is there a need in the market that your offering solves?
- What are the other alternative solutions?
- What is your ideal target market?
- What product changes are required?
- What are the most effective channels?
- What support will the customer need?
- Where should your office be based?
- Are your marketing materials designed FOR the US?
- What do you need to budget for success?
- What partners do you need for success?

For Ultimate Success





Preparing to Enter the US Market

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