

## U.S. Market Entry 2019

[www.ConsultingProfessorsOnline.com](http://www.ConsultingProfessorsOnline.com)

**Online Consultative Programs**

**928-282-7447**



## ***Are You Ready to Enter the U.S. Market?***

**These Four Online Meetings Are Designed to Assist You in This Decision.**

**“ With on-site and online experience of over 37 years in 40 different industries, and 20 foreign markets, Coaching Professors, Inc. objectively evaluates foreign companies and their products, assesses company readiness to operate in the U.S. market, and prepares and assists them in the implementation of a U.S. market entry plan.**

The **Four Live Interactive Online Meetings** include:

**WEEK ONE** - The U.S. Market and its Potential for your products and services - U.S. market size and main economic indicators. Participants introduce themselves and their products to the U.S. specialists for early feedback.

**WEEK TWO** - An important discussion on the 6 + 3 methods to enter and sell your products/services in the U.S. market. Pros and cons for each method.

**WEEK THREE** - Marketing Components and Consumer Decision Psychology. How to sell and service the U.S. buyer. B2B and B2C.

**WEEK FOUR** - The U.S. business and the U.S. social culture - What motivates organizations and people to buy. The brand effect.

**University ‘Professors’ and Consulting Experts facilitate each week meeting.**

Typical questions that are discussed during the four Online Meetings:

- What Market Entry Method should I choose?
- What investment will I need?
- What product or service changes will I need to make?
- Why should I try to enter the U.S. Market?
- What can I expect to gain?
- What will be my risks?
- How long will it take before I am successful?
- What kind of U.S. help will I need?
- What laws do I need to know?
- Where can I learn more on the U.S. culture?

**Call or email for specific information**



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