

Gateway to North American Market ...

What's in it?

By Phil Jafflin.

Even if you believe that you have a great business model, you still have to find a cost-effective way to market and sell your offer/products and services in the US. Wouldn't you agree?



Let me tell you a true story. This is what an actual entrepreneur said: "I know the US market and how to approach it. My strategy is quite simple and I do not want to waste time and money on a business plan; I want to focus on selling. I need to find distributors and someone to call on prospects. I heard about some internship program, so I am going to hire a young talent and put her/him in a Business Center to sell my products."

In other words, the entrepreneur wants to use under-experienced, under-skilled resources for prospecting. Although the training sounds great for the young talent, the model is quite unfair if the focus is on results.

Prospecting is costly because, in essence, the success rate is quite low. Getting the chance to talk or meet with the right prospect at the right level is part of your cost of sales, and the cost of sales is high in many markets. When you prospect, your first chance is quite often the last one. Consequently, carpet bombing is not only expensive, but it can damage your brand forever.

Before you begin distributing, you need to identify how, where, and to whom you intend to sell the service. You also need to assess the competition and figure out how much money you need to start the business and keep it running until it is established.

The information we gather in the market feasibility enables us to:

- List in detail all the things we need to make the business work;
- Identify logistical and other business-related problems and solutions.

Beyond that first quick step, our gateway “a la carte” might help you decrease costs, mitigate risks and accelerate development. This business platform might be useful in your Business Development Activities (Legal, Marketing, Office, Finance, Logistic, Operations, Invoicing, Recruitment, etc.), Sales & Trading Support, and Implementation Support (JV, Acquisition, Strategic Alliance, Representation).

"You've got to be very careful if you don't know where you're going because you might not get there." - Yogi Berra (Yogi was elected to the National Baseball Hall of Fame in 1972.)

Please contact me with any questions you might have,
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COGNEGY is a privately held company that provides an array of targeted services to help small or mid-size companies enter the US market successfully. Complementing the Client's industry knowledge with local expertise COGNEGY offers flexible solutions from *Business Incubation, Market Feasibility, Competitive Analysis, Strategic Planning to hands-on Market, Channel and Business Development* typically for companies already successfully established in Europe who want to market their offer/product on the highly competitive US market.