



Three Steps to Global Market Expansion

By Joel Pekay

Businesses globally are looking to expand their reach. Increased use of the Internet, travel technology, and shipping have made delivery of products or services routine. However, challenges in expanding to new regions and markets remain. Different languages, perceptions, and terminology create challenges in entering these new markets. A business should look to regional or local sales and marketing experts to customize messaging and conduct outreach for each new audience.

For example, how does an Asian- or European-based business enter the North American market? How does a company take a new business idea, concept or product and launch it successfully in a market? Or launch a new product or service globally with confidence that it will carry the right message?

I have tried many different approaches which has led to a comprehensive process that consistently delivers quantifiable results.

The process should include:

1. Create a Go to Market Strategy:
2. Create a Prospect List – please read my [past article](#) for more insight into this sub-process
3. Implement

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Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.