



Module 1

Building a Solid Foundation

Take your time to think about the following questions. Before expanding your company to a new region, it is important to stop for a moment and to take a snapshot of where you are now. If your company has different divisions, it makes sense for certain question to answer per division. Skip questions that are not applicable to your business.

At the end of this exercise you should be able to come up with 5 key strengths and 5 key areas for improvement.

1. Product Readiness

What is unique about your product or service?

Is your product ready for the US market or does it need further development? If not, what needs to be adapted?





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2. Sales & Marketing Excellence

What did your business do in sales from January 1st till December 31st, of the previous year? If applicable, split per division, product or segment and see which product or service is most successful.

Did you hit or exceed your sales targets?

If you don't reach them – what can be the reason?

If you easily reach them – are your targets ambitious enough?





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How strong is your brand in your existing market? Do you have case stories, testimonials, references?

Do you have a predictable revenue model? How do your sales cycles look like? Are they optimal?

How is your sales strategy? Is it efficient? How high is your customer acquisition cost?





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What is your customer retention rate?

Do you have a formal onboarding process for your salespeople? How does it look like?



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3. Operational Efficiency

Do you have the production capacity and are you ready for an increase in sales?

Are there any productivity bottlenecks?

How complex is it to transport your goods? Are they for example fragile, heavy or perishable?





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What are your typical delivery terms?

How will you guarantee after sales service for the US market?





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4. Financial Health

Do you have steady, positive cash flow?

Do you have healthy margins?

Do you have a budget for expanding to the US?





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5. Team Strength

Do you have a strong management team? What makes it strong / what needs improvement?

Is there alignment and clarity on the expansion goals?

What shows that you have a team of employees who are invested in the companies' success?





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Does your team have the necessary skills and expertise? What needs further development?

Is there a strong commitment this expansion will get the necessary time and resources?

Do you have the right mindset for US expansion?

Are you ready to think and act Big?

Are you aware you'll need to take risks?

Can you handle ups and downs?





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5 Key Strengths

5 Key Areas for Improvement

