



International Distribution

Lessons learned

Lesson One

Don't assume things work like they do in the US.

Take advantage of all resources that are available to you – you will need them!



Analyze and Plan First

- Begin with understanding the Customer's experience and how you need to support them
- Where are your biggest market opportunities?
- Who are your Competitors in those markets and what do you need to do to win? What is minimally viable to compete and win?
- How are your Competitors accessing the market?
- How entrenched is local competition? What will it take to get customers to switch?
- What is the best channel for your product? Direct representation? VAR? Internet? Retail chains? Catalog?

Lesson Two

Think
through
the total
customer
experience

How will customers learn about your products? Does it have to be in local language?

How will they make the correct selection?

Where will they buy the product?

Are there special invoicing requirements? Can they pay in local currency?

Can you deliver product in the customer's expected timeframe (not your timeframe)?

Who will do credit and collections? Answer customer billing questions?

How will they get help with installation, start up and on-going questions? How will they get more extensive training if needed?

What happens if the product breaks? Repair strategy



Lesson Three

Select Your Best Opportunities

- All business isn't good business – don't chase the small stuff
- Be realistic about your product. Can you win against local suppliers?
- Where can you get the support you need to succeed? Are you comfortable with the partnership opportunities?



Lesson Four

Choose the Right
Partner and treat them
like a Partner

The Value of Distributors

- They know the Customers, market conditions and culture
- They have the ability to provide literature and support in local language.
- They have the ability to stock inventory, which helps get products to Customers faster.
- They do credit and collections
- They engage in product importation
- They also maintain the customer lists and may or may not share them with you- it's their IP



