

DISTRIBUTION

A management service for Imports

We strategically guide our clients through the process of identifying market opportunities in the United States and then helping them to develop and manage the resources to secure those opportunities. This marketing management process is essential to ensure the long term profitability of the US Imports.

Overview

Outsource your US sales and marketing efforts to focus on building and managing efficient North American sales.

Through an effective approach, we work with international companies towards the results of gaining access to respected distributors nationwide here in the United States.

Distribution Management

We create a market in the United States; we manage your North American sales, negotiating on your part, and provide reports on a regular basis.

We develop sales & marketing programs to meet your goals, plan and implement a penetration strategy, and maintain sales for mass volume distribution.

Product Evaluation

Analyze the assets of the company to determine the ability to supply the U.S. Do a preliminary assessment of the products and product mix to determine their suitability for the U.S.

Positioning

Have a clear understanding of your product's position on the U.S. market. Identify the major competitors by both product category and by niche markets.

Strategy

From the market intelligence gathered in step 2 (positioning) formulate effective strategies based on accurate data. Assess competitive strategies for market penetration.

- Faster time to US market
- A minimum of 25% total cost savings compared to doing it yourself.
- Meetings with buyers and decision makers in your industry.
- An experienced and qualified sales network.
- Continued maintenance of your sales.
- Regular reports & market statistics
- US Market Expansion

Planning

Structure an action plan designed to prioritize activities that will help achieve sales goals. Determine the dedicated corporate support.

Implementation

Implement the Action Plan with those partners who have made a commitment to promote the product(s). Design the administrative tools and internal support program for the U.S. market.

Maintenance

Manage on the long term your sales network providing detailed reports of activities and sales.