

Brainstorming Checklist To Improve Your International Business Development

Review Your Market

1

- * How can get to know your international markets better?
- * From what other viewpoints can you look at your foreign clients?
- * Where can you get more insight into your international markets?

Review Your Product

2

- * How can you adapt your product to fit your foreign market?
- * How can you get more product feedback from your international clients?
- * What can you do to make a better fit for your product in this new market?

Review Your Positioning

3

- * What are the problems your international clients need to solve?
- * How does your product respond to these problems?
- * What part of your business process can you change to have a stronger offer?

Review Your Marketing

4

- * How does your marketing reach your international clients?
- * How do your international clients respond to your marketing?
- * What can you do to improve your international marketing?

Review Your Communication

5

- * How can you improve communication for each marketing channel?
- * What does your feedback tell you about your communication?
- * What do you need to change to connect more with your international clients?

Review Your Viability

6

- * What more do you need to know to improve your viability assessment?
- * How can you improve the information you have to determine accountability?
- * How can you improve your process to provide this information?

Review Your Sales

7

- * How can you improve the feedback you get during the sales process?
- * How can you identify better sales responses for your international clients?
- * What does this imply for your market-specific sales guides?

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