



## U.S. Market Entry Programs 2022

### *UK and English-Speaking Participants*

*(Interactive Live Program Details for On-line Groups)*

**Coaching Professors', Inc.** experience in International Business includes Importing/Exporting, Joint Ventures, Foreign Operations, and Licensing. Since 1981, the company worked extensively with many foreign clients who entered the U.S. market and with domestic companies wishing to expand internationally in Central America, South America, Australia, and Europe. Coaching Professors, Inc. worked directly with Foreign Consulates and Trade Missions located in the U.S., including the Quebec Trade Mission, The Danish Royal Consulate, The British Consulate, the Italian Trade Missions, the Thailand Trade Mission, The Australian Trade Center, the Indian Consulate and COPARMEX in Mexico.

The company provides advisory in strategic business development, marketing, sales re-engineering and consumer psychology and since 1981, it has helped over 1,000 commercial clients, both domestically and internationally. Consulting Professors Online LLC (a fully owned subsidiary of Coaching Professors, Inc.) provides U.S. Market Entry programs for companies interested in the U.S. market.

**Month One of the U.S. Market Entry Programs** consists of a complete description of the U.S. Market (B2B, B2C, B2G and B2I), including geography by target regions, cultural diversity, product and service preferences, consumer psychology, options for market entry, U.S. business practices, U.S. legal business entity choices, the U.S. financial system, and other relevant topics. The American market offers great promises, for "it is very vast", but it must be understood before one can succeed. The commercial history of the U.S. teaches that while several UK companies have had great success, many UK companies have also failed - the most common reason for failure is the lack of a correct knowledge of the American consumer and a lack of commercial adaptation to this different market. **The Month One information is provided using a convenient e-Seminar format, that utilizes Interactive 'Live' Video Conferencing to reach all participants, in 4 weeks, with one weekly meeting of 1.5 hours.** Month One participants that think the U.S. Market represents a valid for them, move on to Month Two of the 'Bridge'.

**Month Two of the U.S. Market Entry Program** consists of the preparation of a U.S. market entry plan by each participant. Each noncompeting UK participant investigates five main market-entry strategies and three ancillary strategies, considering either an individual market entry or an alliance to other companies, utilizing an 'Umbrella Branding' plan, for products or services that are complementary and supplementary. In this second phase, a specific method strategy to enter the U.S. Market is discussed and selected; the B2C, B2B, B2G and B2I consumer purchasing psychology and criteria are

discussed and incorporated in the market entry plan; necessary economic resources are discussed, products that could work together are grouped together and an entry plan is created. In detail, sales prices are discussed as well as profitability plans, direct/indirect and mixed (hybrid) distribution channels. Each week, Market Entry planning templates are provided to participants for their drafting of their customized U.S. market entry plan. Each week, all participants plan progress is reviewed by the e-Seminar advising facilitators.

**The information is provided using a convenient e-Seminar format, that utilizes Interactive 'Live' Video Conferencing to reach all participants, in 4 weeks, with one weekly meeting of 1.5 hours.**

**Month Three plus** of the U.S. Market Entry Program consists of the support provided by our dedicated group of consultants helping Month Two participants who decided to implement their Marketing Entry Plans. Marketing entry plans are confirmed, and fine-tuned, legal entities are formed, banking connections are started, initial operations are scheduled to start, supply chains are established, production and service activities start. Financial instruments are confirmed, marketing and lead development commence, exporting assisted activities start and repair centers are formed. The Third Phase consultants advise, assist, coordinate, assess and suggest corrective actions. **The U.S. advisory portion of this Phase is provided using convenient Interactive 'Live' Video Conferencing to reach each client or client group, with one weekly meeting of 1.5 hours**, for the duration of 6 to 12 months as each specific client requires.

## **OPERATIONAL DETAILS OF THE PROGRAMS**

### **MONTH ONE**

e-Seminar Delivery may be delivered utilizing Interactive Video Communication with each individual participant (in this case, because of possible broadband limitations, Coaching Professors, Inc. suggests limiting each e-Seminar Event to 50 participants with 50 separate computers/laptops). Alternatively, for larger group reach, large TV screens (for up to 120 participants) may be utilized in large venues. When the Program delivery reaches a group from 50 to 120 participants, two local resident coordinator/advisors will be assisting before, during and after the e-Seminar delivery.

1 - Month One Meetings - The first phase consists of Interactive Video e-Seminars connecting the U.S. Market International Expert and the UK participants. Month One consists of a series of **four meetings with a duration of 1.5 hours, delivered weekly (four weeks in total)**. Handouts, guides, audio recordings and Power Point Summaries are provided each week of the Program.

**The Month One Program includes: "The United States - culture, the market, the economy, the consumer, commercial practices, the potential for sales by sector."**

**WEEK ONE** - The U.S. Market and its Potential for your products and services, U.S. market size and main economic indicators. Participants introduce online themselves and their products to the U.S. specialists for early feedback.

**WEEK TWO** - An important discussion on the 6 + 3 methods to enter, ad, and, sell your products and services in the U.S. market. Pros and cons for each method.

**WEEK THREE** - Marketing Components and Consumer Decision Psychology. How to sell and service the U.S. buyer. B2B, B2C B2I and B2G.

**WEEK FOUR** - The U.S. business and the U.S. social culture - The brand effect. Is the U.S. Market a valid opportunity for your company product and services?

End of Program interviews are made available with the U.S. facilitator to answer any questions needing privacy, not addressed during the e-Seminar meetings.

## **MONTH TWO**

2 - Month Two Meetings - The second month focuses on the strategies and methods to access the American buyer. In Month One, the meetings consisted of providing information enabling participants to decide if the U.S. market would be a valid and appropriate market for their companies. In Month Two the meetings are about participants being explained options for U.S. Market Entry, answering market related questions and being given Market Entry templates, enabling them to create a realistic U.S. Market Entry Plan (about 12 separate titled topics will be explained to participants for their detailed completion).

**The Month Two Program includes: “A U.S. Market Entry Plan, Branding Options and How to Reach the Demanding Buyer in the USA.”**

**WEEK ONE** - A description of the components of a U.S. Market Entry Plan for the Program participants. B2B, B2C, B2I or B2G. Consumer purchasing psychology and criteria are discussed and incorporated in the market entry plan.

**WEEK TWO** - Necessary economic resources are discussed. The first four parts of the Business Market Entry Plan are completed by participants.

**WEEK THREE** - Product strategies are reviewed and the next four parts of the Business Market Entry Plan are completed by participants.

**WEEK FOUR** - Lead development systems are discussed and the final six parts of the Business Market Entry Plan are completed by participants.

## **MONTH THREE PLUS**

3 - Month Three Plus Meetings - Marketing entry plans are confirmed and fine-tuned, legal entities are formed, banking connections are started, initial operations are scheduled to start, personnel is located to work for the company; the supply chain, production and service activities start. Lead development and sales are implemented.

The extended advisory assistance consists of business, marketing and lead generation support by our dedicated group of consultants. Consultants advise, assist, coordinate, assess and suggest corrective actions. The Third Month Plus Video Interactive meetings are weekly, and help the participating companies to fine-tune, apply, and implement all marketing, legal, and financial tools necessary to enter the US market. U.S. advisory will provide assistance, advice, coordinate, assess, and suggest corrective actions. Additionally, to U.S. advisory and assistance, when appropriate and necessary, a UK

advisor may be arranged for as coordinator of activities, to ensure quality control of all delivered products and services, and to help local supply chain advisory.

**The U.S. Market senior facilitator and advisor** - Prof. Roberto Ancis, CEO/Founder at Coaching Professors, Inc. B.S. Physics, MS Chemistry and Computer Science, MBA Marketing, Management and International Business. University instructor, researcher, business, and technical marketing consultant since 1981. Nationally and internationally known for his seminars in business development, sales, marketing, branding, consumer psychology, direct marketing, distribution marketing, and outreach and Internet strategies.

Having taught International Business for the past 37 years in Graduate School at National University and currently at the University of Phoenix, to MBA candidates, the CEO and founder of Coaching Professors, Inc. has advised and provided guidance for many Mexican companies to successfully enter the United States and for U.S. companies to expand their reach outside U.S. national boundaries. Since 1981, he has also offered workshops and seminars in corporate and personal effectiveness, to over 75,000 participants.

B.S. Physics, MS Chemistry and Computer Science, MBA Marketing, Management, and International Business. Teacher, Researcher, business and technical marketing consultant since 1981. Nationally and internationally known for his seminars in business development, sales, marketing, branding, direct marketing, distribution marketing, outreach and Internet strategies. CEO of Coaching Professors, Inc. and Consulting Professors Online, LLC assisted Solahart (Perth Australia) to successfully enter the United States as well as the Australian U.S. Licensee of BUM EQUIPMENT. Other past clients included: LINCOLN ELECTRIC COMPANY, CUBIC WESTERN DATA, LES MITCHELL INDUSTRIES, PHILIPS INTERNATIONAL, EQUITABLE LIFE, CIGNA FINANCIAL SERVICES, NEW YORK LIFE, WOODVIEW CALABASAS HOSPITALS, ALL AMERICAN MAILING, COMOEXPORT, CALIFORNIA ENERGY COMMISSION, UNIQUE COMPUTER SYSTEMS, CONTINENTAL CONTROLS CORPORATION, and GILDA MARX.

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**12 other e-Seminar Facilitators are available to lead each UK Month.**

**The UK Country Director is:**

**Samantha Lawal**

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