



**New York**



**Chicago**



**Beverly Hills**

**Coaching Professors, Inc.**  
**U.S. Market Entry 2019**  
**'THE AUSTRALIAN BRIDGE'**

**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 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 Indian Consulate.

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 (a fully owned subsidiary of Coaching Professors, Inc.) provides Online programs that address Core Business Topics, Advanced Business Advisory, and Personal Self Development Programs; in selected foreign countries, the e-Seminar division provides U.S. Market Entry programs under the name 'The Bridge' TM for companies interested in the U.S. market.

### **'The Program'**

Having worked and advised hundreds of American and foreign companies on how to achieve their success in the United States of America, THE BRIDGE proposes a strategic plan for a number of Australian businesses interested in finding out if the United States of America is the right market for them; what methods are available for such market entry; how to plan for it and how to be advised and supported during market entry implementation. It is quite possible that a number of Australian entrepreneurs with complementary products may join to access the American market as small group, with a unique strategy of 'Umbrella Branding' and 'Virtual' Reality.' The United States offers the largest consumer market in the world with a GDP of \$20 trillion and 325 million people.

Household spending is the highest in the world, accounting for nearly a third of global household consumption, assessed as \$13 to \$14 trillion consumer market.

**The First Phase** (month one) of the Program consists of a complete description of the U.S. Market, 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 and must be understood before one can succeed. The commercial history of the U.S. teaches that while many foreign companies achieved great success, also many foreign companies failed - the reason, a lack of a correct knowledge of the American consumer and a lack of commercial adaptation for the different US market. **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.** Participants who learn that the U.S. market represents a promising potential market for them, move on to Phase Two of 'The Bridge'.

**The Second Phase** (month two) of the Program consists of the preparation of a U.S. market entry plan for each participant. Five main market entry strategies will be investigated by each participant, considering either an individual market entry or a small group alliance, with the preparation of an 'Umbrella Branding' plan, for products or services that are complementary and supplementary. In this second phase, a specific method strategy to enter is discussed and selected; the B2C, B2B and B2G 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 on the American market. In particular, sales prices are discussed, profitability plans, direct/indirect and mixed (hybrid) distribution. Market Entry planning templates are provided each week for participants to complete for their customized U.S. market entry plan. Each week, all participants plan progress is reviewed by the e-Seminar advising facilitator. **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.**

**The Third Phase** (month three to month six, or to month twelve) of the Program envisions the confirmation for each group or individual U.S. market entry plan, the formation of the necessary U.S. operating legal entities and the setting up of initial U.S. operations, driven by organization, personnel, supply chain, production and/or service activities, financial instruments, marketing and lead development, or simply by exporting with a U.S. service/assistance/repair center. From e-Seminar advisory, this phase is supported by a direct consultant-client relationship, to advise, assist, coordinate, assess and suggest corrective actions. Additionally to U.S. advisory and assistance, when appropriate and necessary, an Australian advisor is also available as coordinator of activities to insure quality control of all delivered products and services, and to help local supply chain advisory. **The U.S. advisory portion of this Phase is provided using convenient Interactive 'Live' Video Conferencing to reach each client, with one weekly meeting of 1.5 hours,** for the duration of 6 to 12 months as each specific client requires. Similarly for the Australian advisor, **a convenient Interactive 'Live' Video Conferencing** will be scheduled with optional site interventions and visits.

## **PROGRAM CONTACT DETAILS**

### **PHASE ONE**

e-Seminar Delivery may be organized 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 attending with 50 separate computers). Alternatively, for larger simultaneous reach, large TV screens (up to 120 participants) may be utilized in large venues allowing for the planned participant capacity. When groups reach is planned for, two local co-advisors will be assisting in the delivery of the e-Seminar information.

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

**The United States - culture, the market, the economy, the consumer, commercial practices, the potential for sales by sector.**

Meeting 1 - The US market - cities, rural areas, regions, "numbers" - what is sold in the USA.

Meeting 2 - The culture of the United States - lifestyles, sub-cultures, regional observations, the consumer and his psychology (what he buys and why he buys).

Meeting 3 - US Business Structures - Legal and Accounting Options - Corporate Terminology. Access methods.

Meeting 4 - Market potential in the United States for product categories: direct and indirect entry, strategic alliances, partnerships, regional markets.

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

### **PHASE TWO**

2 - Month Two Meetings - The second phase focuses on the strategies and methods to access the American buyer. In Phase One, the meetings consisted of providing information enabling participants to make a decision if the U.S. market would be a valid and appropriate market for their companies. In Phase 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).

**Marketing - U.S. Market Entry Plan, Branding Options and How to Reach the Demanding Buyer in the USA.**

Meeting 1 - The eight elements of marketing - how they apply to the product of the Australian participants.

Meeting 2 - The American buyer - how he/she reasons, how he/she decides to buy, what he/she decides to buy and how he/she makes his/her purchasing decisions. When you can influence the purchasing decision.

Meeting 3 - The Brand - how it is planned, how it is launched, how it is maintained, and how it is defended. The Umbrella Branding of complementary and supplementary products. How these rules apply to the Australian participant products and services.

Meeting 4 - How to start - investment - strategies - profits - direct and indirect strategies. How can you reach the high-end buyer, who is looking for a unique and different product; how to reach the buyer who is demanding, but he is willing to pay the right price; how to reach the medium price and the low-price volume market. Forecasts, budgets, needed legal advisory, U.S. based business entity options, supply chain, Value Proposition, etc. The Budget for the Market Entry is also computed.

### **PHASE THREE**

3 - Phase Three Meetings. After Phase Two, those participants who wish to proceed entering the U.S. directly or within a group of other participants, as one 'brand' company, may choose consulting advisory support for their assisted market entry for six or twelve months). The Third Phase 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, an Australian advisor is also available as coordinator of activities to insure 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 foreign 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.

Eight to twelve additional international business consultants are available in their field of expertise. Direct alliances with International Law Firms and U.S. third largest U.S. CPA firm provide additional support to clients interested in entering the U.S. Market.

**Coaching Professors, Inc. and Consulting Professors Online may be reached at:**

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