

U.S. Market Entry 2020-21

e-Seminars for the UK

'Live' Interactive Video Online Meetings



Is The U.S. Market
Right For You?
These Four Online
Weekly Meetings
Are Designed
To Assist You
In This
Decision.

MONTH ONE PROGRAM

The 4 weeks 'Live' Interactive Video Online Meetings (1.5 hours per meeting) include:

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?

University 'Professors' and Consulting Experts facilitate each week meeting.