



March 2015

**Name:** \_\_\_\_\_ **Position:** \_\_\_\_\_ **Company:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Address:** \_\_\_\_\_  
**Industry:** \_\_\_\_\_ **Target Market(s):** \_\_\_\_\_

**PRODUCT AND COMPANY POSITIONING:**

- Is your company successful selling your product or service in the US market? Why or why not?
- What are the unique selling points to your business proposition?
- Please define your ideal client or prospects (size of company, number of employees, location).

**INTERNATIONAL MARKET CONSIDERATIONS:**

- Do you have an international marketing plan with clear objectives and strategies? (Please provide separately if you do)
- Have you sold internationally in the past? Was it successful? Why or why not?
- Will there be a market for your products and services in the chosen foreign country? Please define why you think so.
- Do you have sufficient financial resources to fund your overseas projects? (Think long term, e.g., management time, cash flow and budget.)
- Who will be leading the international sales efforts within your company? Will that person be a member of the company's senior management?
- Is senior management behind these efforts? (i.e. willing to invest the time, finances, and strategic resources)