

**CHALLENGE:**

Build a new business in the US market for an Italian-based leader in dermatological medical technologies

**PROJECT SCOPE:**

US expansion consultant/retainer engagement

**PRIMARY KEYS TO SUCCESS:**

- ▶ Market research and focus
- ▶ Effective, economical "virtual" US business infrastructure
- ▶ Distributor focus, support and development
- ▶ Targeted communication programs
- ▶ Metrics and feedback mechanisms

**SUMMARY:**

- ▶ **Step 1: Assess**  
A thorough assessment of the business' potential market, competitive landscape, US operating needs, and limited prior US presence facilitated a phased approach to market entry.
- ▶ **Step 2: Establish a US operating entity and infrastructure**  
Longstanding relationships within our own "virtual" organization offered immediate, high caliber operating partners that came together as a solid business team, creating a strong and credible, "virtual", US presence open for business. The organization includes outside legal, logistics and financial partners; The Munroe Group, LLC and its affiliate Advanse International, Inc. provide marketing and business management respectively. Sales are made via independent distributors.
- ▶ **Step 3: Identify unique selling proposition and addressable markets**  
Based on company input from their European market experience and from the handful of existing independent US distributors, unique marketing messages were crafted with associated target market profiles. Longer term potential new market applications were bookmarked in the process.
- ▶ **Step 4: Align prospects, distributors and incentives**  
Target market profiles were superimposed on US market data to build the first US prospect database. Distribution gaps were identified and filled; a pilot lead management system was introduced, as were distributor incentive programs that align company and distributor objectives.
- ▶ **Step 5: Build and execute comprehensive US marketing plan**  
Incorporating all of the above, the company and its US arm (now the virtual team plus a US-based Sales and Marketing Manager) share a roadmap for US marketing initiatives. It provides for a disciplined, cost-effective marketing presence in the US, delivers near real time performance metrics, and facilitates plan refinements based on results and the company's latest innovations. The company has doubled its US sales and profitability forecasts.

