

New Territory Identification

Identification of New territory
and
Strategy to Enter Market
Delivered to Customer Name

In this Presentation

- Project scope, timeline and goals
- Glossary
- Current Territories
- Industry analyses
- Competitor and Potential Aquisition research
- Next steps and additional work to be done

Overview



Current Situation

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Possible Complications

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Overview



Hypothesis

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Governing Question

How do we attack a New Territory opportunity?

Issue Tree

Governing Question

**How do we attack the
New Territory
opportunity?**

Detailed research of the market size, pricing, competitors, market segmentation

Understand legal system and all legal requirements

Understand local culture, local talent recruitment, business organizations, media and events

Develop local Strategy based on findings of research

Expect major problem and have contingency plan in place

Issues Addressed

Governing Question

How do we attack the New Territory opportunity?

Have I built a solid foundation at home?

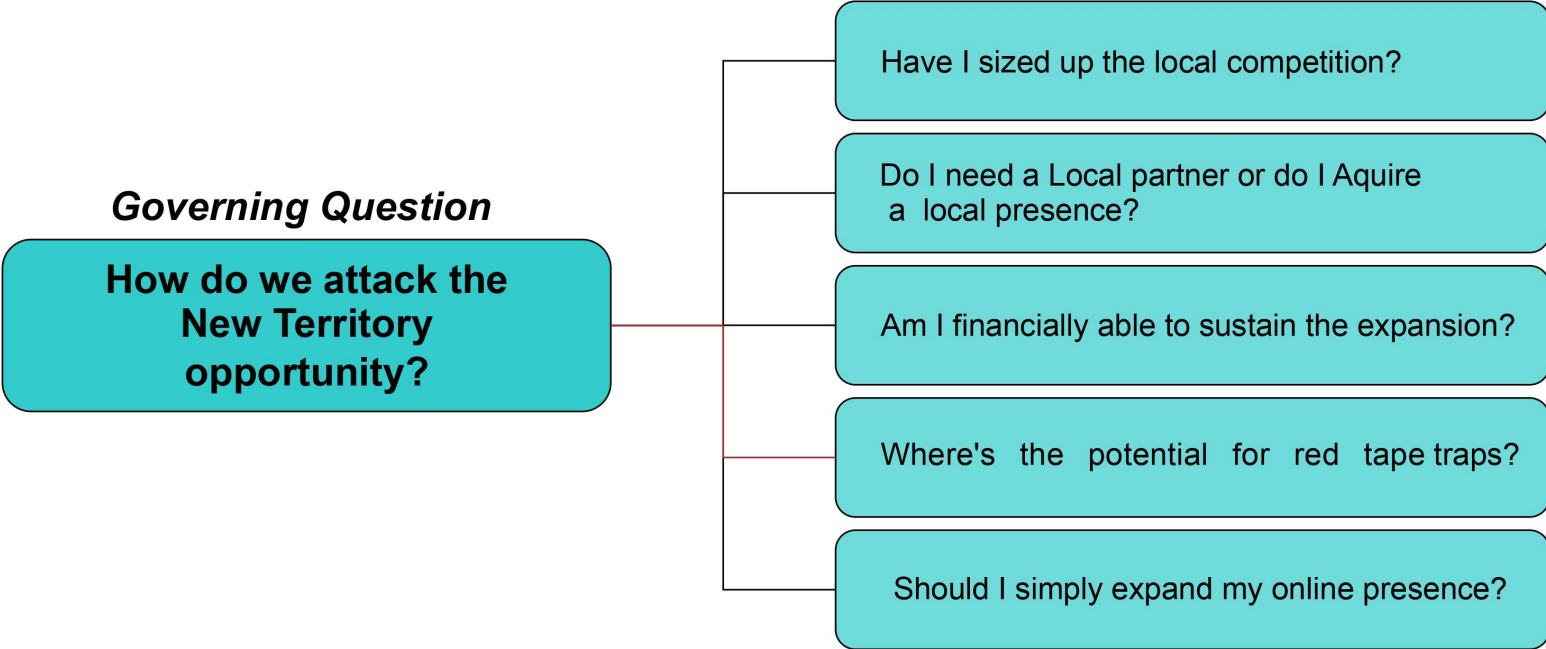
Do I have the bench strength for new territory expansion?

Will I find the talent I need in another territory

How will I need to adapt to the local culture?

Do I understand the cultural implications of the sales process?

Issues Addressed



Menu of Possible Strategies



Product offerings

Target Market

Territory Presence

Client Technology

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Goal: Defined strategy Available by yyyy.mm.ww

Territory and Industry Analysis



In Summary



Key Conclusions

Thank You



- Action Items
- Other Key Questions