

## About this Kit

### This kit

- is aimed at small business and professional services firms that either have not yet become profitable in the U.S. market or have not yet attempted to export to the United States
- answers more than 60 common questions asked by service firms about entering the U.S. market
- was written with the help of several successful large and small exporters representing a variety of services sectors
- focuses on these themes:
  - assessing your export readiness
  - deciding whether the U.S. market is right for you
  - preparing to enter the U.S. market
  - understanding immigration, licensing and legal requirements
  - deciding on the right market entry strategy and local presence options
  - finding sources of information and help

The suggestions and advice contained in this kit do not depict the only road to success in the United States: the road you choose will depend on any number of factors, such as the uniqueness of your services, your past experience and the size of your company. The kit's purpose is to get you started and thinking about some of the things you will need to consider to become profitable in the huge and diverse U.S. market. The information is based on advice from successful exporting companies that we interviewed from across Canada.

### Organization

The information in this kit is organized in three parts:

- planning you should do in your office, such as selecting a region to target or identifying customers;
- preparations you should make before you leave Canada, such as how to use your existing customer base and finding out about government programs that can help you in the U.S. market; and
- steps to take in the United States, such as identifying industry associations, state purchasers, financing options and work requirements.

The information is presented mostly in one-page snapshots, with references and several checklists that you can use to customize your firm's market entry strategy.

### This kit can be used . . .

If you're just thinking about the U.S. market

- Review the contents of the kit with your staff to get a feel for what exporting will involve.
- Develop a timetable for completing the checklists in the Red and Amber booklets and complete them, before moving on to the Green booklet.
- Identify the pages that apply to you and distribute them to staff responsible for strategic planning, marketing or operations.

If you have already done some export planning

- Identify the areas that need additional work on your part.
- Use the checklists to test the effectiveness of the export planning that you have done.

CANADIAN COMPANIES  
ARE SELLING SERVICES IN  
THE UNITED STATES AND  
YOU CAN TOO

## This kit contains...

A 40-MINUTE VHS VIDEO THAT INCLUDES:

- interviews with several successful exporters responding to many common questions asked by service firms;
- an interview with the U. S. Embassy in Ottawa on the requirements for routine business visits to and working in the United States; and
- tips on how your firm might use this kit.

A 3.5" LOW DENSITY 740 KB FLOPPY DISKETTE THAT INCLUDES A SERIES OF QUESTIONS TO HELP YOU ASSESS YOUR FIRM'S COMPETITIVENESS AND EXPORT READINESS. THE QUESTIONS TAKE ONLY 15-20 MINUTES TO COMPLETE.

### Hardware requirements:

IBM PC compatible computer with DOS 5.0 and 512 Kb of RAM.

THREE COLOUR-CODED BOOKLETS AND ORDER FORMS:

#### Booklet 1 (RED)

Things to consider if you are thinking about selling services in the U. S. market

#### Booklet 2 (AMBER)

Things to do in Canada as you prepare to enter the U. S. market

#### Booklet 3 (GREEN)

Going to the United States



## ORDER FORM

|   | QUANTITY | COST/KIT  | COST       |
|---|----------|-----------|------------|
| PLEASE SEND KIT<br>(INCLUDES 3 BOOKLETS, DISKETTE<br>AND 40-MINUTE VIDEO)<br><u>THE ROAD TO SUCCESS:<br/>EXPORTING SERVICES TO THE U.S.</u> | _____    | x \$29.95 | = \$ _____ |
| PLEASE SEND THE FOLLOW-UP<br>VIDEO (28 MINUTES)<br><u>STEPS TO SUCCESS:<br/>EXPORTING TO THE U.S.</u>                                       | _____    | x \$19.95 | = \$ _____ |
| PLEASE SEND <u>BOTH</u> THE KIT<br>AND THE FOLLOW-UP VIDEO  | _____    | x \$44.95 | = \$ _____ |
| <b>SUBTOTAL</b>   |          |           | \$ _____   |
| 7% GST (REGISTRATION #R106845688)   |          |           | \$ _____   |
| <b>TOTAL PAYMENT ENCLOSED</b>   |          |           | \$ _____   |

