

About this Booklet

"I'VE BEEN EXPORTING FOR ALMOST TWENTY YEARS. I KNOW WHAT IT'S LIKE TO BE SMALL AND LOOKING TO EXPORT YOUR SERVICES. I HAVE FOUND THAT THERE IS A LOT THAT CANADIAN COMPANIES DO NOT DO BEFORE ATTEMPTING TO ENTER THE U.S. MARKET — THINGS THAT CAN MAKE THE DIFFERENCE BETWEEN SUCCESS AND FAILURE."

Dr. Dorothy Riddle

President and CEO

Service-Growth Consultants Inc.

Many firms attempt to enter the U.S. market when they are relatively unprepared, and are disappointed when their efforts do not result in any return or leads. Experienced exporters insist that a lot of preparation is usually necessary.

This booklet contains things to consider while still in Canada, before you visit the United States. If you are just starting to consider the U.S. market, you should read the Red booklet before you read this one.

Some topics will be of particular interest to these functional areas of your firm — strategic planning, market development and operations.

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