

- Are there barriers to using new technology in the target or the home market, for example, access restrictions or support limitations?
- What is the technological capacity and potential of the firm's supplier and/or partner?
- How can the firm use technology to improve service, product, and/or information gathering?
- How can the firm use technology to improve its partner's ability to work effectively with it?

MARKET RESPONSIVENESS

- How important is your ability to respond directly to the needs of your customer for the success of your company?
- How do you keep track of what your customer needs? How important is your sales force in collecting information about your customers? What role is played by your sales and/or customer support people? What is the role of your technical and/or product support people? Are there others in your firm who keep close to customers? How do these different groups within your organization work together?
- How much responsibility does the individual sales representative have for making decisions? Are your sales people part of a team? How many people actually serve the client?
- What kind of mechanisms are in place to capture information and insights about your customer? How is this knowledge shared between groups within the organization? What kind of control systems are in place?
- What is unique about how you maintain responsiveness to your clients' needs?
- How important is tailoring your product and/or service to meet the specific needs of your customers? Where is the "value-added" you offer?
- How important are you to your clients? What approach do you take in order to fill that role?
- How much of the total service is provided by your company? Do you contract out some of the service components such as repairs, shipping or sales promotion? How large is your network of suppliers and/or subcontractors? How easily replaced or duplicated are their services?
- How important are long-term relationships to your business? What are the up-front costs of developing new customer relationships? What are your criteria for deciding to pursue a new customer?