



DOING BUSINESS IN THE UNITED STATES: 10 THINGS TO KEEP IN MIND

Businesses contemplating an entry in the US market can be intimidated by the complexity of this market. For example, the US tax market can be quite tricky to navigate. But with a little study, a business owner will learn that the US tax code is really designed to help small businesses grow.

The US wants your business – but you are going to have to do a bit of work to get it.

For businesses looking to enter the vibrant US market, here are ten things to keep in mind.

1

Don't be afraid to ask questions. There are many resources available to help with formulating a business plan for entering the US market. If you have a question, call a government office, send an email or look up your answers online. Talking to someone that can help you can save you time, energy and resources.

2

If you want customers in the United States to buy from you, it's really important to understand their culture and learn as much as you can. This can mean learning English and hiring American consultants to work with you. Acclimate to US culture as much as possible.

3

Study the complex US tax codes. The last thing you need is trouble with Uncle Sam. Learn as much as you can or hire an American accountant to navigate the tax world. Tax laws in the United States can really read like a foreign language to those that are not familiar with them.

4

Do your research. Learn as much as you can about American consumers. Do your due diligence to learn the demographics about your potential customers. This will help you craft marketing messages that will reach them and compel them to buy. Study how Americans spend their money.

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Double check your advertising translation. Communication is very important when attempting to break into a foreign market. If you plan to advertise, it will need to be in English – but make sure that nothing gets lost in the translation. Avoid miscommunication at all costs.

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Get organized. Keep all of your paperwork and documents together and organized because you may need to reference them quickly. The process for doing business in a foreign country can be complex and require a great deal of paperwork. Put together a system that will keep you organized and stress-free.

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If you are completely unfamiliar with the US marketing, it might help to hire someone local to handle administrative work. There will rules and protocols for registering and setting up your business, tax filing, import and export, human resources and more. Having someone from the US to help with you this will save you lots of headaches down the road.

8

Americans tend to get to the point faster than people of other countries. Their attention spans tend to be shorter as well so when preparing proposals and presentations – present the bottom line as quickly as you are able to.

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Dress for success. If you are doing business in the Silicon Valley, it may be considered okay to dress a bit more casual, but for the most part the standard for US business is conservative – a suit and tie for men or skirts and dress slacks for women. When meeting with professionals, keep your attire professional. If you are not dressed properly, you may not be taken seriously.

10

Be confident. Confidence is very important when pitching your products and services to Americans. If you come off as too modest or subtle then it could be misconstrued as a lack of belief and confidence in what you are offering.

The biggest and best advice for emerging into the US market is to become a student of the culture and business climate. The more you learn – the more you could potentially earn.

If you have little or no knowledge or experience in this market, you can get a jump start on things partnering with a consultant that can help you make a planned and strategic move into the US market.

Contact us at hq@psdglobal.com to learn more or call one of our local offices.

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