Category

Commercial Excellence

Commercial Excellence for New Geographic Markets Expansion Playbook

Expanding into a new market with a go-to-market approach built for that market, not a copy-paste of home

- Executive
- Advanced
- Template Included

- Administrator
- 26 March 2022
- 3 minute(s)

Overview

A framework for commercial excellence in new geographic market expansion — adapting go-to-market approach, pricing, and sales process to genuine local market conditions, rather than replicating the home-market commercial model unchanged, which frequently mismatches local buying behavior, competitive dynamics, and regulatory requirements.

Why can't a proven home-market commercial model simply be

replicated in a new geographic market? Local markets typically have genuinely different buying behavior, competitive dynamics, price sensitivity, and regulatory requirements — a commercial model proven in one market frequently mismatches these local conditions, even when the underlying product itself translates well.

What's the most common commercial mistake in geographic expansion?

Underinvesting in genuine local market research before committing to a commercial approach, assuming home-market assumptions about buying behavior and competitive positioning will transfer directly without local validation.

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dynamics, price sensitivity, and regulatory requirements —\na commercial model proven in one market frequently mismatches these\nlocal conditions, even when the underlying product itself translates\nwell." } }, { "@type": "Question", "name": "What's the most common commercial mistake in geographic expansion?", "acceptedAnswer": { "@type": "Answer", "text": "Underinvesting in genuine local market research before committing to a\ncommercial approach, assuming home-market assumptions about buying\nbehavior and competitive positioning will transfer directly without\nlocal validation." } }] }

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