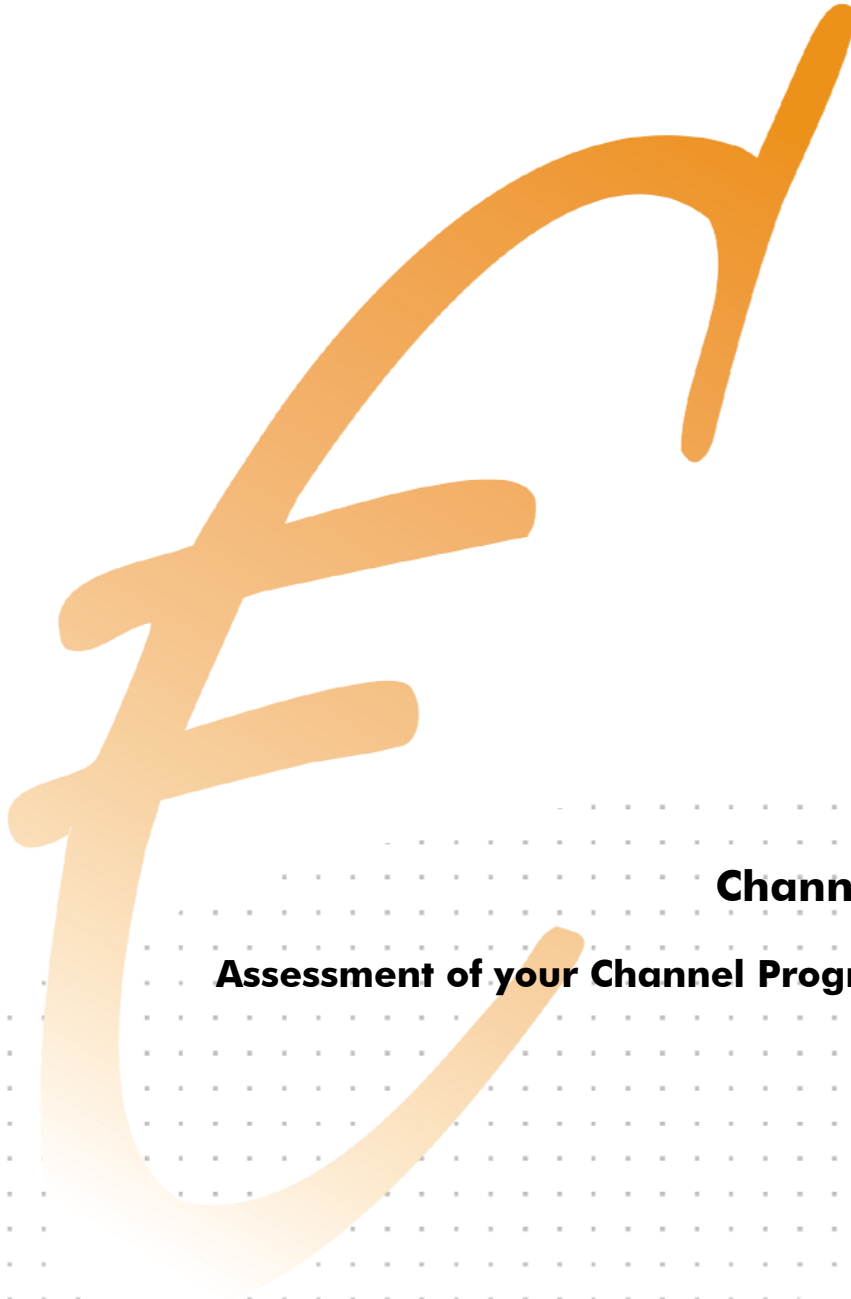


1STEP2EUROPE.COM INC.

Your bridge TO EUROPE

Expand your business by taking just ONE STEP

Business Development, Marketing and M&A in Continental Europe



Channel Marketing
Assessment of your Channel Program - a Primer

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CHANNEL PARTNERING IN EUROPE: DO'S AND DON'TS

Having set your sights on expanding into Europe, how should you approach the business of marketing, distribution, and channel partnerships? Are the established practices in North America relevant? The answer: in many ways yes, but in many other critical ways, no. Jude Pinto, a consultant with 1Step2Europe, goes through a checklist of issues involved in a European marketing effort, and the areas of similarity and difference in building channel partnerships in Europe...

More details in our Channel Partnering Checklist (the numbers in the brackets refer to the numbering in our checklist).

DON'T ...

- ▶ **APPROACH EUROPEAN CHANNEL PARTNERS WITHOUT A FULL UNDERSTANDING OF THE CULTURAL AND LEGAL FRAMEWORKS IN THEIR COUNTRIES (1,2 – 3, 8);**
- ▶ **ENTER A EUROPEAN MARKET WITHOUT ACQUIRING HARD DATA ON THE FUNDAMENTALS OF WHAT TO MARKET (11);**
- ▶ **FORGET TO FAMILIARIZE YOURSELF WITH MATTERS RELATING TO LIABILITY'S WARRANTY (6);**
- ▶ **INCORPORATE END-USERS PRICE-FIXING OR RESTRICTIONS ON DISTRIBUTORS (5);**
- ▶ **TRY TO IMPOSE YOUR TRIED-AND-TRUE AMERICAN CHANNEL PARTNER AGREEMENT ON A EUROPEAN DISTRIBUTOR (4);**
- ▶ **ASSUME THAT END-USER ECO-SYSTEMS ARE SIMILAR TO WHAT YOU ARE USED TO SINCE MANY EUROPEAN CULTURES HAVE DIFFERENT APPROACHES (12);**
- ▶ **UNDERESTIMATE YOUR COMPETITION WITH OTHER VENDORS (22);**



Do ...

- ▶ ASSESS THE EFFECTIVENESS OF YOUR CHANNEL PARTNERS AND DO CHANNEL ROI TO GET TO GRIPS WITH THE RETURN ON YOUR CHANNEL INVESTMENTS (23);
- ▶ REALIZE THAT CONTINENTAL EUROPEAN LEGAL SYSTEMS ARE MORE FAVOURABLE TO DISTRIBUTORS THAN OTHERS (7);
- ▶ GET A CLEAR PICTURE OF TRENDS IN DISTRIBUTION AND CHANNEL PARTNERING IN THE TARGET COUNTRIES (13 - 14, 15);
- ▶ TAKE CARE TO SEE THAT YOUR CHANNEL PARTNERS COMPLY WITH THE CONSUMER PROTECTION LAWS IN THE AREA (9 – 10);
- ▶ RESEARCH THE KIND OF DATA AND INFO, THEY WANT, AND HOW BEST TO INTERACT WITH THEM (18 – 17, 19, 20);
- ▶ LEAVE MORE WORK TO YOUR CHANNEL PARTNERS (16);
- ▶ BE AWARE OF WHAT IS REQUIRED OF YOU ... PARTNERS NEED TO BELIEVE THAT, AT SOME LEVEL, YOU HAVE THEIR BEST INTEREST AT HEART (21);

FOR MORE INFORMATION

At 1Step2Europe.com, we are flexible and able to offer our clients a variety of individualized services. Please get in touch with us, so we can discuss, how we can assist you.

The information contained in this document is of a general nature. Should you require further advice for your particular business requirements, please refer to the contact details below: **Steve Palladino, Mapa Valley - CA, spalladino@1Step2Europe.com, Ph: NJ (973) 944 4618 International Key Account Manager.**

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