



GMP

Global Made Possible

Your Global **Speed-to-Market** Checklist



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Global expansion can raise your business to new heights. It opens your business up to international markets, global talent, and most importantly, opportunities for growth.

While the idea of beating your competition to new markets is exciting, it is not without its share of challenges. However, with the right strategies, your business can adapt and succeed in markets all over the globe.

Here are five best practices for expansion leaders looking to take their companies to new global markets, fast.

1. Research target markets.

It's important to look before you leap. Research who your international customers will be, what they buy, and how they shop. As you conduct market research, be sure to address these key elements:

- Local competition
- Barriers to entry
- Market vs. product fit

Use research tools that are available like [Export.gov](#), [Attest](#), and [Think with Google](#) to quickly find the markets that are most compatible with your products.

2. Go global compliantly.

Local laws and regulations in your new markets are likely to be intricate, complex, and different from your home base. Taxes will differ also, and if you fail to comply with local tax codes and regulations, you may face stiff penalties. Seeking help from [knowledgeable, experienced professionals](#) who can navigate this maze is crucial to success.

3. Leverage remote talent.

The ability to hire international team members can help you quickly build your workforce in a new market. Thanks to technology, you can now [access the world's best talent](#).

It's vital to know the differences between the types of workers to ensure you classify your international workers correctly, avoid penalties and legal implications, and protect your company's intellectual property.

4. Understand cultural differences.

Language and [cultural differences](#) can create misunderstandings. Companies that assume what works at home will work internationally often find themselves frustrated and unsuccessful.

With careful attention to different cultural values, holidays, and communication styles, companies can connect with other cultures and maintain positive relationships with international clients and employees.

5. Don't reinvent the wheel.

When going global, so many companies make the mistake of trying to do something completely different. Look for the path of [least resistance for your business](#). Follow models that have worked for companies that have done the exact same thing and found great success. Trying to be too original or different is not always the best strategy.



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How we can help

Don't let the challenges of entering new markets slow your plans for international success. G-P acts as your trusted global guide to handle the time-consuming and costly HR and legal processes involved in international hiring, so you can build your anywhere workforce in confidence. Through our marketing-leading SaaS-based platform, we will help you find, hire, onboard, pay, and manage your global remote teams – with just one login and one global partner.

GET STARTED TODAY

