agenciaagro
estrategia y comunicación

Before entering a new market

12 strategic questions for your team

01 / Opportunity
What specific problem does our offer solve in this market?
Evidence: interviews, inquiries, observed usage or demand.

02 / Customer
Who buys, who recommends, and who can hold up the decision?
Evidence: a map of people and roles, not just a list of companies.

03 / Value
Why would buyers choose our offering over the available alternatives?
Evidence: a relevant, demonstrable difference for the buyer.

04 / Proof
What do we need to demonstrate to build trust?
Evidence: technical documentation, demonstrations, and relevant references.

05 / Context
What changes in language, culture, and business practices?
Evidence: local review of messages, channels, and expectations.

06 / Access
How will the offering reach the buyer?
Evidence: a direct channel, distributor, partner, or combination with clear responsibilities.

agenciaagro
estrategia y comunicación

Before entering a new market

12 strategic questions for your team

07 / Channel
What does the channel need to understand, recommend, and sell?
Evidence: defined sales arguments, materials, training, and support.

08 / Readiness
What product, operational, or validation requirements must we address?
Evidence: review with technical leads and market specialists.

09 / Capacity
Can we respond to inquiries, supply products, and support the customer?
Evidence: owners, availability, and a customer service process.

10 / Activation
Which actions will test the most important hypotheses first?
Evidence: focused pilots with an objective, audience, and decision criteria.

11 / Measurement
What signals would indicate real commercial progress?
Evidence: qualified inquiries, meetings, opportunities, and follow-up.

12 / Decision
What must we learn before increasing investment?
Evidence: three priority validations, owners, and a review date.