

## USA: 10 Priority Investments

USA development remains a top opportunity for many European brands. Most companies sell to the USA, but maintain sales levels far below potential. The USA is complex, with 12 trade channels, 390 retailers, 50 states, and food brokers controlling sales. Which investments will deliver the greatest return?

Investments	Strategy	Insights
<b>USA-Based Sales Manager</b>	Mandatory oversight of your USA development.	Base salary range: \$130 to \$200 K. Location: Atlanta, Chicago or close to importer.
<b>Broker Network</b>	Upgrade channel and regional broker networks.	Brokers sell to most customers, not importers. Bonus brokerage model works!
<b>High Class Retailers</b>	Build sales base with laser focus on retailers catering to upper income consumers.	Whole Foods, Fresh Market, Harris Teeter. "From High Class to Mass."
<b>Trade Promotion</b>	Customer specific promotions.	Invest in retailers preferred promo vehicles. 15% TPR promotions do not excite anyone.
<b>E-Commerce</b>	Hire Amazon broker to create visibility. Establish budget for pay-per-click investment.	Amazon: primary source for "homesick" consumers looking for their favorite brand.
<b>Export Solutions</b>	USA market development helper for leading European brands.	Point of difference: Sales oriented. Targeted, logical road maps; USA solutions.
<b>Supply Chain</b>	Analyze options to create more cost efficient supply chain. "Factory gate to store shelf."	Consider USA factory or co-packer. Regional third-party distribution centers.
<b>Sampling</b>	Maximize consumer trial. Direct to consumer, multi-product, sample boxes are popular.	Everyone loves free trial sizes. Costco sampling drives sales volume.
<b>Data</b>	Leverage category data to sell your brand. Nielsen and IRI are respected.	USA buyers require detailed analytics for new listings, not just a nice story.
<b>Retail Safari</b>	Spend 25 percent of your time visiting stores. "Retail University."	"Retail Reality", not board room promises. Atlanta, Dallas, LA = real USA (not NYC/Miami).

### Hire a USA Expert

- USA strategy recommendation
- Category analysis and plan development
- Identify priority channels, regions, and retailers
- Broker/Distributor identification specialist
- Have a USA pro with 20+ years experience on your team



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