

Global Issues **UK**

Brexit: A Business Bombshell or Open Opportunity?



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No doubt your business has been juggling the dual demands of coping with Covid-19 and planning for life after Brexit. While each in its own right brings uncertainty and upheaval, we know the latter will not only last longer but puts you in charge of how your organisation responds to the market opportunities that will arise.

With a Brexit deal now a reality, your organisation at this point should have a

plan for the things in its control as a way of mastering its destiny and keeping people motivated while waiting for clarity. These include how to sell your way out of the uncertainty by building demand in – and beyond — the Single Market; how to quantify the sales opportunities in even more countries; and finally, once data is gathered, how to localise your offerings for those territories so you can attract more customers and sales.

Selling Your Way out of Brexit

The US, Britain's largest trading partner, presents the chance to scale at pace for those that are prepared. This means understanding its unique business culture and knowing its readiness to embrace goods or services that are innovative, new and different.

UK companies should now be looking to export globally, a key opportunity presented by departing the EU. One demand driver in your favour is the weakened Pound, making your products and services even more affordable for your American customers, consumers and clients.

Quantifying Your Opportunities

While several good and free secondary sources of US country information abound, there's no substitute for gathering the information first-hand. The more time you and your top team can invest immersing in the American business culture, understanding its consumer and B2B behaviours, the more likely you will succeed there.

Alternatively, polling from the UK via online surveys can be done cheaply and quickly using Survey Monkey or its similar web-based apps that let you measure the size of your opportunities and what adaptations may be required to fit the US culture and its legislative frameworks.

Areas to probe include the size of your market, trends, distribution channels, competitors, pricing and the existing American products/services on offer now that solve your customer's problem today.

Localise for Relevance

Now that you've done your research and know the size of your American selling opportunities, adaptations to your offerings are critical.

Those who have done it well – Burberry, SpaceNK, Virgin Atlantic and Pandora Jewelry with US-specific charms – realise that one size cannot fit all. While standard templates deliver economies of scale, they also alienate target markets by demonstrating a lack of understanding.

While Covid has thrown a huge economic spanner in the works of most businesses, it is Brexit that all companies need to focus on now. Knowing what's in your control and how to move the dials that secure new sales is the route to your economic survival.



About the Author

Allyson Stewart-Allen is an award-winning educator, advisor, author, speaker and NED whose expertise in brand internationalisation is sought by leading businesses globally through her consultancy, publications, appearances and corporate education. She is the Founder & CEO of [International Marketing Partners](#).