



Article posted by [Allyson Stewart-Allen](#), for [International Marketing Partners](#).  
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## USA: Next steps

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Take a few minutes to gauge the likely success of your company in the USA. You'll see from the questions below that marketing in the USA is not only down to you, but everyone in your company!

### Your US readiness questionnaire

	Yes	No	Don't know
1 We survey our US customers'/clients' attitudes and perception regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 All of us in the organisation feel responsible for planning how we delight our customers/clients in the US.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 We regularly listen to, and act on, suggestions for marketing improvements from all staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 We communicate US client/customer feedback regularly to all staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 All of us in the organisation, including support staff, have had input to the US marketing plan and know how we contribute to its achievement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 We have clear performance measures that let us recognise our US marketing success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Our US marketing performance measures are known to all staff, who helped formulate them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 All of us in the organisation have the power to solve US customer/client problems on the spot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 We train our professionals and support staff to ensure our US customer-care performance is exceptional.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 We regularly look for ways to use new technologies or processes in the US market to ensure we will continue to offer the best service or product to our customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Bottom Line. If you answered 'No' to any of these important factors that predict the likelihood of your US marketing success, you may not be using your customers or clients as effectively as possible in your planning process.

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