

International Expansion Readiness Checklist

What to do before entering a new international market

The below considerations assume a specific target market is selected, as these are location-specific tasks

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Readiness: Product & Engineering

- ☐ In addition to the CTO and CPO, determine which **Product and Engineering team members** will participate in, and be **held accountable** for, this project
- ☐ Determine **which products** will be available in the new market (in collaboration with GTM teams)
- ☐ Ensure **prices** can be displayed and **payments** can be collected in the **local currency**
- ☐ **Translate** the product (even English-speaking countries have spelling and grammar differences)
 - ☐ Reflect **dates, times, addresses** correctly
- ☐ Beyond the core product experience, determine whether other aspects of the product or website should be **localized** (e.g., blog posts, invoices...)
- ☐ Adapt architecture for **data privacy and compliance** based on regional requirements (e.g., GDPR)
- ☐ Test **product performance and speed** in the target market and ensure responsiveness within 100ms
- ☐ Ensure Engineering processes and tooling can support **canary rollouts and rollbacks** across geos

Readiness: Sales, Marketing, CS

- ☐ In addition to the CMO, CRO, and CCO, determine who from **Sales, Marketing, and CS** will participate in, and be **held accountable** for, this project
- ☐ Map the **competitive landscape** and crystalize market-specific **value proposition and messaging**
 - ☐ Develop **enablement plans** and begin updating key **sales assets** (e.g., objection-handling scripts) for new market context
- ☐ Decide how products will be **priced** and **packaged**, based on market-specific research and testing
- ☐ Determine who will comprise the **landing team**
- ☐ Create a list of **target accounts** and load into your CRM, enriched with contact information
- ☐ In collaboration with Finance, determine **sales compensation plans** for landing team (e.g., 6-months guaranteed pay)
- ☐ Partner with Legal to understand any **limitations** around **sales or marketing tactics** (e.g., cold outreach)
- ☐ Explore whether **channel partnerships** are accretive
- ☐ Ensure your **sales tech stack** will work internationally

Readiness: Finance, HR, Legal

- ☐ In addition to the CHRO, CFO, and GC, determine which **HR, Finance, and Legal team members** will participate in, and be **held accountable** for, this project
- ☐ Determine whether an **entity** will be established immediately or later (based on hiring plans)
- ☐ Determine how to **recruit**: direct outreach vs. agency
- ☐ Determine **compensation bands, equity** expectations or limitations, and market-aligned **benefits packages**
- ☐ Understand pertinent **employment laws** related to:
 - ☐ Verifying and documenting **eligibility to work**
 - ☐ **Leaves of absence** (e.g., parental leave)
 - ☐ **Annual time off** (PTO)
 - ☐ Involuntary **termination** (incl. **severance** laws)
 - ☐ **Notice periods** for voluntarily leaving a job
- ☐ Research **local holidays** and standard **working hours**, as to best collaborate across international teams
- ☐ Create a **mobility package** (if relocating talent)
- ☐ Set up **payroll** (and understand local **payroll taxes**) (*if directly employing talent*)
- ☐ Secure a **workspace** for the landing team (e.g., coworking space, permanent office)