Vendor Market Entry Checklist

An operational readiness checklist covering the five domains that determine whether a vendor's market entry programme will function in practice. Work through each before you go to market.

1. Commercial readiness

- [ ] Target markets prioritised with a clear entry sequence.
- [ ] Pricing and commercial model validated for each market.
- [ ] Partner / distributor economics defined — margins, incentives, protection.
- [ ] Revenue targets set with a realistic ramp modelled.
- [ ] Contract templates ready — partnership, reseller, NDA, SLA.

2. Sales infrastructure

- [ ] Sales methodology and stage gates defined.
- [ ] CRM / deal-management system in place and populated.
- [ ] Lead generation and qualification process running.
- [ ] Sales collateral, pricing tools and demo assets localised.
- [ ] Rep onboarding, enablement and incentive plan ready.

3. Technology layer

- [ ] Product ready for the target market — localisation and compliance.
- [ ] Integration and deployment architecture defined.
- [ ] Security and data-handling reviewed for the jurisdiction.
- [ ] Support model, escalation path and SLAs established.

4. Governance framework

- [ ] Decision-authority matrix agreed — who approves what.
- [ ] Deal-protection and channel-conflict rules defined.
- [ ] Reporting cadence and shared KPIs agreed.
- [ ] Compliance, anti-bribery and conflict-of-interest controls in place.

5. Market readiness

- [ ] Regulatory and certification requirements mapped per market.
- [ ] Local references and proof points identified.
- [ ] Competitive landscape and positioning defined.
- [ ] In-market presence or partner coverage confirmed.