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MARKETING SERVICES FOR COMPANIES LOCATED OUTSIDE THE UNITED STATES

You've got a great product. We'll make it an American success story.

If you're interested in introducing your product to the North American market, talk to us. We're ABA Corporate Advisory Services.

Headquartered in Hollywood, California, ABA provides sales, marketing and overseas office solutions for small and medium-size companies entering the American marketplace.

PROFESSIONAL PLANNING AND EXECUTION TO MINIMIZE RISK & MAXIMIZE RETURN

ABA can create a program that gets you into the U.S. market quickly and at low financial risk. With our team of local sales and marketing experts, your product sells.

Your new customers may be thousands of miles away from your home office, speak a different language and need immediate attention. ABA is your local management staff.

THE LEVEL OF SUPPORT YOU CHOOSE

We're flexible. We can provide you with basic sales and marketing representation, working with your in-house departments. Or we can manage the entire program, from concept to execution.

Whether you are planning to introduce a new product or seeking a foothold in the American market for an established one, we can serve as your strategic partner.

ABA SALES SERVICES

In many respects the American business culture is unique. ABA provides the insight and expertise you need in order to locate the right opportunities for your products.

ABA Marketing can represent your company in a variety of ways. Below, we have listed our standard services. Our unparalleled flexibility and experience allows us to tailor these functions in order to meet your individual business requirements.

Satellite Office Service

American customers feel secure knowing they have an “in country” contact when purchasing foreign products. By partnering with ABA, our office becomes your office — your own American address for your overseas operations.

Our Satellite Office Service gives you a United States regional office without the expense. Your prospects and customers will have a contact point in Los Angeles, California. Representatives are hired, trained and appointed based on your requirements. They’re well versed in your company’s products and services and work effectively with customers as a representative of your firm.

“Face to Face” Selling Service

No matter which country you do business in, face-to-face contact is the most effective sales method. The United States is no exception.

With ABA’s “Face to Face” Selling Service, we will locate and recruit independent sales agents to sell your product to distributors and retailers throughout the United States. Both exclusive and shared representatives are available to you.

Telemarketing Service

Telemarketing is common in the American marketplace and is effective when performed correctly. Our representatives will telephone prospects on your behalf and identify potential leads. Once a lead is qualified, we immediately forward marketing/product information to the customer and follow up accordingly. Throughout the campaign, we keep you informed and very close to the process.

Direct Mail Service

Direct mail is an efficient marketing tool, but posting mail from overseas is not cost effective. ABA Marketing can produce a powerful direct mail campaign for you quickly and inexpensively.

With our Direct Mail Service, you eliminate the high cost of international postage. Your materials are delivered on time and in excellent shape. In addition, you can use our office as your distribution center for any other materials, mailings and/or product shipments.

MARKETING AND ADVERTISING SUPPORT

Even though your current advertising and marketing materials may be effective in Europe or Asia, that does not guarantee they will be successful in the United States. Many times, marketing and advertising in the U.S. requires a different approach.

ABA can take a look at your marketing material and offer ways to “Americanize” them. We work with the marketing experts used by elite U.S. companies such as Yahoo!, Warner Brothers, Nestle, and more. ABA has expertise in market analysis, brochures, business cards and stationery, packaging, catalogs, newsletters, infomercials, printed ad campaigns and advertising, video and audio campaigns, press releases, trade show booths and materials, and more.

LEGAL SUPPORT

The American legal system is complex. In the United States, doing business from a legal standpoint is very important. Also, the American legal system can be very difficult to understand unless one is familiar with its customs. We can assist you in legal matters to ensure that all details are managed appropriately.

YOUR BEST BUSINESS DECISION

Choose all of these services or select the ones best suited to your enterprise. ABA can advise you in this, in defining the most effective program for supporting your company in the North America marketplace.

Let an experienced organization help you introduce your product to one of the world’s largest, and potentially most profitable, markets. Your American success story will be ours as well.