

## Case Study

# Guiding a New Player in the U.S. Market

### Client Background:

An APAC-based clinical trial service provider aimed to enter the U.S. market, requiring assistance in establishing their presence, particularly in hiring and understanding local business practices.

### Challenge:

The key challenges involved adapting recruitment to suit the competitive U.S. market, understanding legal intricacies of employment contracts, and developing a commission structure conducive to the U.S. business environment. Additionally, they needed insights into the U.S. market's unique sales and regulatory landscape.

### Verbatim Pharma's Approach:

- **Refined Recruitment Strategy:** Adjusted the client's hiring approach to appeal to the U.S. workforce, focusing on attractive job propositions.
- **Legal and Contractual Advice:** Provided guidance on navigating U.S. non-compete agreements.
- **Commission Structure Development:** Advised on a commission plan aligning with U.S. business norms.
- **Strategic Workforce Distribution:** Assisted in deploying a remote workforce across key U.S. locations.
- **Market Analysis and Adaptation:** Offered comprehensive insights into the U.S. market, covering sales techniques and regulatory differences from the APAC market.

### Outcome:

The client effectively navigated the U.S. market's complexities, smoothly transitioning with an appropriately skilled workforce and a deep understanding of the local business environment.

### Conclusion:

This case study underscores the value of expert guidance in international market expansion, with Verbatim Pharma playing a crucial role in the client's successful U.S. establishment.