

Is Your Business Ready for Global Buyers?

A practical checklist for B2B founders who want to reach the right international buyers, start better conversations, and build a pipeline with purpose.

01 Choose the right market	02 Find the right decision-maker
03 Build a message buyers care about	04 Turn outreach into conversations

Your pipeline does not need more random outreach. It needs better targeting, a clearer reason to care, and a credible next step.

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Neuromarketer | International B2B Buyer Pipeline Strategy

Use this guide to assess your current approach and choose your next improvement. It is a working checklist, not a promise of guaranteed results.

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1. Start with the right market

Before you build a prospect list, check whether the market is a sensible fit. A large market is not automatically the best market for your offer.

Market-fit checklist

- I can describe the specific problem my offer solves for an international buyer.
- I have selected one or two priority countries or regions, rather than targeting everywhere.
- I understand the industries most likely to need my solution now.
- I can explain why a buyer in this market would choose us over a local or established alternative.
- I have checked relevant buying requirements, regulations, language, and commercial expectations.
- I know the signals that suggest a company may be a good prospect, such as expansion, hiring, new investment, or a relevant initiative.

2. Find the person who can move the decision forward

A company can be a fit while the person you contact is not. Map the buying group before you scale outreach.

ROLE	WHAT TO LEARN
Decision-maker	Who owns the business outcome or budget?
Influencer	Who evaluates the solution or shapes the shortlist?
User / operational owner	Who experiences the problem day to day?
Gatekeeper / procurement	What process, risk, or vendor requirements must be satisfied?

Decision-maker checklist

- My prospect list includes relevant job titles, not just company names.
- I have a reason to believe each account fits my ideal customer profile.
- I personalise messages using relevant business context, not just the person's first name.
- I have a plan to follow up with useful information rather than repeating "just checking in".

3. Make your message matter

Buyers are busy. Your opening message should make the relevance clear quickly: why this company, why this person, and why this issue may matter now.

Use this 4-part message structure

1. RELEVANCE	Show a real reason for contacting this company.
2. OBSERVATION	Mention a specific, verifiable signal or business context.
3. VALUE	Offer one useful insight, idea, or resource connected to their priorities.
4. LOW-PRESSURE NEXT STEP	Invite a simple reply or offer to share something useful. Do not force a meeting in the first message.

A simple example

Hi [Name], I noticed [specific, verifiable business signal] at [Company]. For businesses expanding in [market], [relevant challenge] can make it harder to [desired outcome]. I put together a short idea on how to approach [specific opportunity]. Would it be useful if I sent it over?

Before you send, ask yourself:

- Could this message have been sent to 100 companies unchanged? If yes, make it more specific.
- Is every claim accurate and supportable?
- Does the message focus on the buyer's situation rather than listing all my services?
- Is the next step easy to answer and free of unnecessary pressure?

4. Build trust before asking for time

International buyers may not know your company yet. Reduce uncertainty with clear, relevant evidence. Trust is built through consistency and proof, not exaggerated claims.

Trust signals to strengthen

SIGNAL	WHAT TO SHOW
Clear positioning	Who you help, what problem you solve, and where you operate.
Relevant proof	Accurate case examples, testimonials with permission, or specific work samples.
Credibility	A complete website, real contact details, professional profiles, and consistent messaging.
Specificity	A point of view about the buyer's industry or market, not generic promises.
Clear process	What the engagement includes, how communication works, and what is outside scope.

A respectful follow-up sequence

TOUCH	PURPOSE
First message	Establish relevance and offer a useful idea.
Follow-up 1	Add a new insight, relevant example, or helpful resource.
Follow-up 2	Ask whether the topic is a priority, or whether another person owns it.
Close the loop	Politely pause outreach if there is no response. Respect opt-outs.

Avoid fake urgency, invented scarcity, unsupported results, and mass personalisation that is not genuinely relevant.

5. Score your buyer-pipeline readiness

Count one point for every checklist item you can confidently answer “yes” to. Use the score to choose a practical next step, not as a prediction of sales results.

AREA	YES ANSWERS	WHAT TO IMPROVE
Market fit	____ / 6	Prioritise the market and define fit signals.
Buyer mapping	____ / 4	Map roles and validate account relevance.
Messaging	____ / 4	Make outreach specific, useful, and easy to answer.
Trust	____ / 5	Improve proof, positioning, and process clarity.
TOTAL	____ / 19	Pick one bottleneck to address first.

Your next 7 days

DAY	ACTION
1	Choose one target market and write a clear ideal-customer profile.
2	Select 10 relevant companies and document why each could fit.
3	Map a decision-maker and one influencer at each priority account.
4	Research a specific business signal for each account.
5	Write a short, relevant first message and check every claim.
6	Review your website and credibility signals from a buyer's perspective.
7	Review replies and learnings. Improve the process before increasing volume.

Want a more focused international buyer pipeline?

Visit sherlsimon.com to explore how market research, decision-maker mapping, positioning, and personalised outreach can support your next stage of B2B growth.

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Right market → Right decision-maker → Right message → Better business conversations

This guide is educational. Outcomes depend on factors including offer-market fit, timing, competition, execution, and buyer priorities.