Starting point and gaps

Commercial fit assessment / LATAM / United States

01 / Example context

A Latin American B2B metal-component manufacturer with production capacity seeking industrial buyers in the United States. Opportunities arrive through referrals, while follow-up is spread across email and spreadsheets. This is a fictional scenario, not a field assessment.

02 / Three gaps to validate

OFFER: commercial materials describe machinery but do not explain the problem solved for a specific buyer.
BUYER: a priority segment and purchasing decision-makers have not been defined.
FOLLOW-UP: conversations do not consistently have a recorded owner and next step.

03 / What we need to confirm

Available capacity, materials and tolerances; current technical evidence; quoting and delivery terms; experience serving the target market; and the team's capacity to respond. These questions guide the assessment; they do not constitute export-readiness certification.

Priorities and next steps

An operating recommendation, not a results promise

01 / Suggested initial sequence

DEFINE: choose a segment and develop an evidence-backed value proposition.
PREPARE: organize sales materials and configure CRM stages, owners, and next steps.
VALIDATE: test messages with a limited group of accounts and review replies before scaling. A timeline is agreed after capacity and scope are validated.

02 / Who does what

KONECTE: structures the commercial hypothesis, prepares activation, operates prospecting, and documents learning within the agreed scope.
YOUR TEAM: validates technical information, approves messaging, and owns quoting, negotiation, and delivery.
TOGETHER: agree on qualification criteria and when to advance, adjust, or pause.

03 / Fit recommendation

In this scenario, fit is conditional: move forward if sufficient technical evidence and an available owner are in place. Address the offer and follow-up first, then increase prospecting. Review relevant replies, qualified opportunities, and next steps without treating activity as sales.