

# WTC Member Spotlight



**Founded:** 2010  
**Year Joined:** 2010  
**Location:** Harrisburg, Pennsylvania  
**Key Contact:** Kevin M. Smith, Sales, Business Development and Marketing Leader  
⇒Kevin Smith has been a guest blogger on our WTC Harrisburg website. For more information click [here](#).

“ We will help your business grow by understanding your markets and customers and providing innovative strategies solutions globally and locally.”

## International Trade Lessons Learned...

- 1 ) To be successful, you have to “show up” ..meaning you must travel to visit with customers, channel partners and business stakeholders on a regular basis. This demonstrates your commitment, helps you understand your market and customers, and promotes the development of the relationships required to grow your local presence.
- 2 ) Your customers are your #1 priority and your business must be built around their needs. Going hand in hand with this, everyone in your organization must recognize they have a responsibility to satisfy those customers because at the end of the day, without them you would not have a business.

**Fun Fact:** One of the main benefits of conducting business globally is the opportunity to experience and learn from other cultures, and to sample the wonderful food they have to offer!

## Profile...

Global Sales Initiatives (GSI) is a consulting practice focused on helping clients accelerate their top line growth. We specialize in Sales, Business Development and Marketing projects in the US and around the world that identify new customers and penetrate new markets and regions. We work as part of your team and begin by understanding your customer’s needs, develop a customized market entry strategy, which identifies the critical resources, costs, risks and most effective channel to market, and then aggressively execute the plan to position your product and services within the identified target market.

GSI can help accelerate revenue growth in existing markets by assessing and aligning your sales model with your strategic plan, and identify the unique value proposition, which differentiates you from competition.

Other areas of expertise include market research, competitive analysis, global strategy development, Sales team recruiting, multi-national team leadership and global account management.

## We are WTC Members because...

“It is critical to stay connected to both local and global markets and events and learn from the experiences and views of others. WTC provides this perspective as well as offering opportunities for networking with colleagues and businesses with similar passion and interests.”