



International Sales Outsourcing: The Complete Guide to Entering the US Market

How Companies Outside the US Build a US Sales Team, Skip the US Entity, and Start Selling With LaunchUSA

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Table of Contents

Chapter 1: What International Sales Outsourcing Is and Why Companies Use It	3
Chapter 2: The Barriers to Entering the US Market	5
Chapter 3: Four US Market Entry Strategies Compared	8
Chapter 4: EOR vs. PEO vs. Outsourced Sales	11
Chapter 5: Why W-2 Employees Matter When Entering the US	14
Chapter 6: The Real Cost of Entering the US Market	16
Chapter 7: How Fast Can You Launch? The 45-Day Benchmark	19
Chapter 8: Is Your Company Ready to Expand Into the US?	22
Chapter 9: LaunchUSA: Sales Focus International Sales Outsourcing	24
Sources	28
About Sales Focus	31

What International Sales Outsourcing Is and Why Companies Use It

QUICK ANSWER

International sales outsourcing means hiring a third-party provider to build, staff, and manage a sales team in a market where your company has no local presence. For a company outside the United States, a US-based team sells on your behalf, and you do not need a US entity, direct US hires, or compliance infrastructure first. Sales Focus delivers this model through [LaunchUSA](#).

The US Opportunity

The United States is the largest single market most international companies will ever consider. The US Bureau of Economic Analysis puts annualized US GDP at about \$32.6 trillion in the second quarter of 2026. In 2024, foreign investors also spent a preliminary \$151.0 billion to acquire, establish, or expand US businesses (Bureau of Economic Analysis), which shows how many international companies are still looking at this market.

The US Census Bureau estimates the country's population at more than 340 million people, and at Sales Focus we see that as access to more than 340 million potential customers. The size of the prize is rarely the problem. The harder question is how a company based thousands of miles away actually reaches those customers.

What the Model Includes

International sales outsourcing is broader than staffing. A provider recruits the sales professionals, trains them on your product and messaging, and manages their performance. You keep ownership of the strategy and the market relationship, while the provider carries the operational load.

Through LaunchUSA, our service for companies entering the US, we deliver five core components:

- A dedicated sales team with experience in international market entry.
- Lead generation, using targeted outreach to build a steady pipeline of US opportunities.

- Market entry strategy, including market opportunity analysis, regional evaluation, and an entry plan.
- Sales program management, covering team management, performance tracking, and ongoing optimization.
- Market research, including demand evaluation, competitor analysis, and customer behavior insights.

Channel Options

The model also flexes to the way your customers prefer to buy. A team can sell to businesses (B2B) or directly to consumers (B2C). It can work face to face as an outside sales team, or by phone, video, and digital channels as an inside sales team. Companies can combine any of these under the same agreement.

Who Uses It

Companies that choose this model usually share a common situation. They have a product that already sells at home, they want US revenue, and they do not want to build a US corporate structure before they know the market responds.

We have served clients in energy, telecommunications, healthcare, information technology, manufacturing, pharmaceutical, finance, and travel and tourism. In total, we have helped more than 300 international companies enter the US market. The model is not only for non-US companies, either. Our global partner network also supports US companies that want to expand abroad.

KEY TAKEAWAY

International sales outsourcing separates the question of selling from the question of corporate structure. You can start building US revenue first, and decide on a permanent US presence later.

The Barriers to Entering the US Market

QUICK ANSWER

The biggest barriers to US market entry are time, cost, employment compliance, and the sales differences between your home market and the United States. A foreign-owned company typically needs about six to twelve weeks to set up a [US entity](#) and reach a first payroll. That is before a single salesperson is recruited. Most of these barriers come from building infrastructure before building revenue.

Why Companies Struggle

Entering a new market is hard, even for large organizations. A March 2026 CSC survey of 300 C-level executives found that 88 percent rated federal and state tax reporting as the most burdensome US compliance requirement. Another 80 percent pointed to employment and labor regulations. Among companies that already had some US presence, 50 percent were surprised by the complexity of tax and financial reporting.

The pattern we see most often is a legal or structural decision treated as a complete strategy. A company forms an entity or signs with an EOR, and then discovers it still has no one selling.

Eight Barriers International Companies Face

Barrier	What it means for your company
Time	Forming an entity and reaching a first compliant payroll typically takes a foreign-owned company about six to twelve weeks. Recruiting follows after that. The IRS EIN alone takes about four weeks by mail for applicants with no US legal residence.
Cost	Formation fees are modest, but a hiring entity also needs payroll, accounting, and legal support before it earns revenue.
Employment	Hiring from abroad requires a US entity, US payroll, and compliance with state-by-state employment law.
Benefits	The US Bureau of Labor Statistics reports that benefits were 30.0 percent of private-industry compensation in June 2026.
Time zones	Coordinating sales, oversight, and reporting across time differences slows work and makes real-time coaching difficult.
Culture	US buyers expect a specific sales cadence, communication style, and follow-up rhythm.
Currency	Paying US staff, managing US vendors, and forecasting US revenue in a foreign currency adds financial risk.
Language	Native fluency, idiom, and regional vocabulary all affect how US buyers respond.

The Regulatory Maze

The United States is not one regulatory environment. Rules apply at the federal, state, county, and municipal levels. Each can carry its own tax, payroll, and licensing requirements. Companies that plan carefully for one state can still discover new obligations in another. The CSC survey reflects this, since 79 percent of respondents said they were likely to outsource US compliance or governance functions.

The Investment Beyond Legal Setup

Legal setup is only the first bill. The larger task is building a team that can sell to American buyers in the way they expect to be sold to, and that takes branding, marketing, and sales investment on top of the legal work.

KEY TAKEAWAY

Each barrier is manageable on its own. The trouble starts when a company tries to solve all eight at once, in sequence, before it has earned its first US dollar.

Four US Market Entry Strategies Compared

QUICK ANSWER

International companies typically enter the US through one of four paths: a full US entity, a distributor or reseller, an Employer of Record (EOR) or PEO, or a dedicated outsourced sales team. A full entity gives the most control but takes about six to twelve weeks to reach a first payroll, before any recruiting begins. An outsourced sales team is the most common starting point for companies that want US revenue quickly while keeping control.

Start With Three Questions

A real [US market entry strategy](#) answers three questions. How will the company operate legally? Who will sell? How fast does the company need results? A legal setup answers only the first question, which is why it should never be mistaken for the whole plan.

The Four Paths

1. Full US Entity

A US entity gives you the highest level of control. It also takes a foreign-owned company about six to twelve weeks to reach a first compliant payroll, and it requires legal, accounting, and payroll setup before any sale. This path fits a large, permanent, multi-function US presence. The tradeoff is that it is the slowest and most capital-intensive route.

2. Distributor or Reseller

A distributor gives you the lowest level of control. Getting listed can be fast, but real revenue is slower, and margins tend to run in the single digits on hardware and somewhat higher on software. A listing is not a sale, because distributors may not prioritize your product. This path fits physical, shelf-ready products that need retail or channel presence.

3. [Employer of Record \(EOR\) or PEO](#)

An EOR offers moderate control and lets you hire legally in one to two weeks. The tradeoff is that it solves the employment question and nothing else. You still have to

build, train, and manage the sales team yourself. This path fits companies that already have a sales plan and need legal hiring cover.

4. Dedicated Outsourced Sales Team

A dedicated outsourced team offers high control. We commit to a fully recruited and hired team, with a confirmed start date, in 45 days or less. One contract covers recruiting, training, and management, with no separate entity and no distributor margin, and the reps work as W-2 employees. The tradeoff is that you must trust your partner's recruiting and management. After 12 months, the client can move the team into its own organization.

Side-by-Side Comparison

Strategy	Time to Revenue	Control	Main Tradeoff
Full US entity	About 6 to 12 weeks to a first payroll, then recruiting	Highest	Slowest and most capital-intensive
Distributor or reseller	Fast to list, slower to real revenue	Lowest	Thin margins and little deal visibility
EOR or PEO	1 to 2 weeks to hire (EOR)	Moderate	Solves employment, not selling
Outsourced sales team	Hired team in 45 days or less	High	Requires trust in the partner

How to Choose

If your main constraint is	Start with	Why
A long-term, multi-function US presence and the capital to match	Full US entity	It gives the most control, at the cost of time and capital
A physical, shelf-ready product that needs retail or channel presence	Distributor or reseller	Existing channels provide reach, though margins are thin
Salespeople already identified, and no compliant way to employ them	EOR	It solves legal employment in one to two weeks
US revenue as the immediate goal, with control kept in-house	Outsourced sales team	One contract covers recruiting, employment, training, and management

KEY TAKEAWAY

Choose the path by the constraint that binds first, not by the structure you prefer. A legal setup answers where you can hire, and only a sales plan answers who will sell and how soon.

EOR vs. PEO vs. Outsourced Sales

QUICK ANSWER

An EOR becomes the legal employer of your US staff and needs no US entity. A PEO shares employer duties with you through co-employment and requires a registered entity. A dedicated outsourced sales team employs the reps and also recruits, trains, and manages them. EORs and PEOs close a legal gap, while outsourced sales closes a sales gap.

Three Models, Three Different Jobs

Online, EOR and PEO are often used as if they mean the same thing. They do not. The difference matters, because choosing the wrong one can leave you legally compliant and still without a single sale.

- **Employer of Record (EOR):** the EOR becomes the full legal employer and handles compliance, payroll, and tax. You do not need a registered entity.
- **Professional Employer Organization (PEO):** a PEO uses co-employment. You remain the legal employer and keep a share of the compliance liability, and you need a registered entity.
- **Dedicated outsourced sales team:** the provider hires W-2 employees and also recruits, trains, and manages the sales function under one contract.

Comparison Table

Attribute	EOR	PEO	Outsourced Sales Team
Entity required	No	Yes	No
Legal employer	The EOR	Shared (co-employment)	The sales provider
Timeline	1 to 2 weeks to begin legal hiring	Requires an entity first	45 days or less to a hired team
Builds a sales team	No	No	Yes, including recruiting, training, and management
Best fit	Legally employing an existing hire	Scaling an existing US team	Generating US revenue from a standing start

What the Market Data Says

Research shows the global EOR market was valued at about \$5.97 billion in 2026, and Business Research Insights projects 6.8 percent annual growth to \$10.45 billion by 2035. The demand reflects a real pain point. In the CSC survey of 300 executives, 80 percent pointed to employment and labor regulations as a burdensome US compliance requirement, and 79 percent said they were likely to outsource US compliance or governance functions.

When Each Option Fits

An EOR fits when you already have salespeople identified and need a compliant way to employ them in the US. Recruiting, training, and management remain your responsibility. A PEO fits when you already have a US entity and team and want help with payroll, benefits, and HR administration. Because of the entity requirement, a PEO is generally not a market entry tool.

An outsourced sales team fits when your main constraint is sales capacity, when you need active selling within weeks, or when you lack a US recruiting and sales management function. An EOR does not recruit, train, set quotas, or assess whether a hire can sell. Those are the jobs that determine revenue.

The One Question That Decides

Most companies researching US entry have no US entity yet, so the practical comparison is usually EOR versus outsourced sales. The decision comes down to one question: is your gap legal, or is it sales? If you have the sales team and need the paperwork, an EOR fits. If you need the sales team itself, you need more than paperwork.

KEY TAKEAWAY

Resolving the legal employment question does not mean anyone is selling yet. Decide first which gap you are actually trying to close.

Why W-2 Employees Matter When Entering the US

QUICK ANSWER

A [W-2 employee](#) works under an employer that withholds taxes and directs how the work is done, while a 1099 contractor sets their own methods. International companies face more misclassification risk than US companies because their home countries draw the line differently. The hardest part for a foreign company is getting W-2 sales reps in place without a US entity, and an EOR or an outsourced sales provider can do that for you.

Why Foreign Companies Are More Exposed

International companies are more exposed to worker misclassification than domestic ones. Many do not realize the United States draws the line between employees and contractors in a different place than their home countries do.

The label on the contract is not what counts. Classification depends on the actual working relationship. A worker who is directed on process, schedule, and methods generally needs to be a W-2 employee.

What Misclassification Can Cost

Misclassification can trigger IRS back taxes, Department of Labor penalties, and state enforcement. Under IRC Section 3509, the employer owes a share of income tax withholding and employee FICA taxes, plus the full employer FICA match of 7.65 percent. Under the Fair Labor Standards Act, a misclassified worker can recover back minimum wage and overtime plus liquidated damages equal to the back pay, with a lookback of two years, or three if the violation was willful (CostBench, 2026).

The costs add up quickly. In one worked example, CostBench estimates \$30,600 to \$57,900 per worker for five workers paid \$120,000 a year over two years in California. That total excludes back wages, liquidated damages, interest, and legal fees.

This white paper is for general information and is not legal advice. Confirm worker classification questions with qualified US employment counsel.

What Running US Payroll Requires

Putting W-2 employees on the payroll means more than issuing a paycheck. The employer must withhold federal and state taxes, and must carry workers'

compensation and unemployment insurance. Each of those obligations has to be set up before the first rep can legally start.

Why Sales Roles Raise the Stakes

Misclassifying a salesperson is more serious than misclassifying an operations contractor. Sales reps negotiate price, represent your brand, and are often a prospect's only point of contact with your company in the US.

W-2 status also gives you the right to manage the work. You can enforce a specific pitch, require a defined process, and coach to a quota. A genuine 1099 contractor sets their own methods, which means you cannot ask for those things without creating the very relationship that makes them an employee.

Three Paths to W-2 Sales Reps

Path	Who is the legal employer	Time to W-2 status	What it leaves undone
Own US entity	Your company	About 6 to 12 weeks to a first payroll	Does not build a sales team
Employer of Record	The EOR	1 to 2 weeks	Does not recruit, train, or manage the reps
Outsourced sales provider	The provider	45 days or less to a hired team	Nothing; recruiting, training, and management are included

With an EOR, the reps are W-2 employees of the EOR rather than your company, although you direct the work. With an outsourced provider, the reps are W-2 employees of the provider, and the provider also manages them.

KEY TAKEAWAY

For a foreign company, W-2 status is not a paperwork detail. It decides who controls the work, who trains the rep, and who is accountable when something goes wrong.

The Real Cost of Entering the US Market

QUICK ANSWER

Entering the US market has [four cost layers](#): upfront setup, ongoing operating costs, risk costs, and delay costs. Forming a basic US entity is inexpensive on paper, but hiring through one adds payroll, compliance, and professional fees. EOR providers typically charge \$400 to \$700 per employee per month, within a market range of \$199 to \$1,200 or more. The largest hidden cost is usually delay.

Layer 1: Upfront Setup Costs

Forming a US entity starts with state filing fees, which Stripe reports run from about \$35 to \$500, plus a registered agent at \$50 to \$300 per year. Those fees cover formation only. An entity that hires also needs payroll registration, accounting, and legal advice.

An EOR charges a monthly fee per employee instead. HiveDesk (March 2026) reports that most providers charge a flat \$400 to \$700, with starting prices from \$199 to \$650. People Managing People reports \$900 to \$1,200 or more for enterprise buyers. A dedicated outsourced sales team works under one contract covering recruiting, training, and management, with no separate entity or EOR fee.

Layer 2: Ongoing Costs

Keeping even a simple US entity in good standing costs money every year. TheQuint, in a March 2026 partner article citing LLCBuddy, estimates roughly \$1,000 to \$3,000 per year for a simple LLC, covering a registered agent, state fees, IRS Form 5472 preparation, and basic accounting. That figure excludes payroll administration, multi-state employer registrations, and professional advice.

An EOR carries its own recurring costs. You pay the monthly fee, plus the employer payroll burden of 7.65 percent of wages for Social Security and Medicare, plus state unemployment insurance that varies by state.

Layer 3: Risk Costs

Treating a sales rep as a 1099 contractor when the relationship is really employment exposes the company to IRS back taxes, Department of Labor back wages and liquidated damages, and state penalties. In CostBench's worked example, the total reached \$30,600 to \$57,900 per worker before back wages and legal fees.

Layer 4: Delay Costs

Delay is the cost most companies never put in the budget. Research from OakStone Partners, cited in a 2018 IHS Engineering Intelligence Review article, estimates that a product delay can cost upwards of 15 to 35 percent of net present value, depending on whether the market is monopolistic or competitive. That estimate covers product launches in general rather than sales launches specifically, but the principle applies. Every month without US sales is a month of revenue that does not return.

Cost Summary by Path

Cost	Own US Entity	EOR	Outsourced Sales Team
Upfront	State filing fees of about \$35 to \$500, a registered agent, and legal and accounting setup	Typically \$400 to \$700 per employee per month (range \$199 to \$1,200+)	One contract; no separate entity or EOR fee
Ongoing	About \$1,000 to \$3,000 per year for a simple LLC, plus payroll and compliance costs once you hire	Monthly fee, 7.65% employer payroll tax, and state unemployment insurance	No entity upkeep or separate EOR fee

Ways to Cut Costs

- Delay paying for full infrastructure until demand is proven.
- Avoid stacking vendor fees, such as an EOR plus a separately built sales function.
- Treat worker classification as a serious risk from day one.

Entity or EOR?

An EOR is typically cheaper upfront than building a hiring-ready entity. At larger headcounts, an entity can become more cost-effective, and the break-even point depends on the number of employees, the states involved, and the services you need. For a company testing the market, the cheapest way to start is usually a dedicated outsourced sales team, because it avoids entity formation costs entirely.

KEY TAKEAWAY

The price on the invoice is only part of the cost of entering the US. Compliance risk and lost time often cost more than setup.

How Fast Can You Launch? The 45-Day Benchmark

QUICK ANSWER

A dedicated outsourced sales team is the [fastest way to enter the US market](#). At Sales Focus, we commit to a fully recruited and hired team, with a confirmed start date, in 45 days or less. Training begins when the team starts, and reps typically begin selling within their first week while training continues. The ramp to full productivity still takes time, but it begins sooner.

What 45 Days Means

The 45 days covers hiring. By day 45, the team is recruited and hired, and each person has a confirmed start date. Training starts as soon as the team begins, and reps typically start selling within their first week of work while training is underway.

The 45-day figure does not mean the team already has months of selling experience. Ramp still applies after selling starts. The benefit is an earlier start, not a shortcut to full productivity.

What Happens Inside the 45 Days

- Weeks 1 and 2 (Study): we learn your product, map the US buyer landscape, and identify competitors in your industry.
- Weeks 2 through 4 (Organize): we build the sales strategy and run recruiting, from sourcing through offers.
- By day 45: hiring is complete and start dates are confirmed. Training and selling begin in the first week, using the [S.O.I.D.™ Methodology](#).

We can move at this pace because the recruiting pipeline, the training system, and the management structure already exist. We are not building them for your launch.

How the Timelines Compare

Milestone	Typical Alternative	LaunchUSA Benchmark
Getting people hired	Setting up an entity and reaching a first payroll takes about 6 to 12 weeks, and recruiting follows. An EOR takes 1 to 2 weeks to begin the hiring process, but no hires are complete. Industry benchmarks put the time to fill a single domestic sales role at roughly 35 to 45 days.	Full team recruited and hired within 45 days
Starting to sell	After hiring, training, and onboarding of each new rep	Reps typically start selling in their first week, while training continues
Ramp to full productivity	Several months; SDRs average 3.0 months, and account executives take longer	Same ramp curve, starting earlier

The timelines also stack. If recruiting begins only after the entity is ready, an entity path reaches a hired team in roughly 11 to 18 weeks, which is our estimate from six to twelve weeks of setup plus 35 to 45 days to fill a role. Recruiting in parallel can shorten that. Our 45 days covers the whole team at once, with no entity to build first.

The Ramp Reality

Ramp is the part of the timeline that no provider can skip. The Bridge Group's 2025 research report found that sales development reps average 3.0 months to reach full productivity, the lowest figure since 2010. Account executives and enterprise sellers generally take longer. That is why we describe the benefit as an earlier start to selling, not a shortcut through ramp.

A single domestic hire also takes time to find. Gem's 2025 Recruiting Benchmarks report puts time to hire for sales roles at roughly 35 days, and SHRM's 2025 benchmarking puts the median time to fill across all roles near 45 days (both as cited by Metaview). Neither figure includes training or ramp. A full team hired within 45 days is in the same range as filling one role.

Hold Every Provider to It

The 45-day commitment is our own. Ask any provider, including us, to put timeline commitments in writing and to define exactly what the timeline includes.

KEY TAKEAWAY

Speed to market is really speed to the start of selling. The sooner your team starts, the sooner your ramp begins and your first US feedback arrives.

Is Your Company Ready to Expand Into the US?

QUICK ANSWER

[US expansion readiness](#) is a company's ability to establish and grow in the US, based on proven demand, financial footing, a defined buyer, and organizational flexibility. Five signs show you are ready: existing revenue elsewhere, a defined US buyer, runway for several months of selling, fast decision-making, and a willingness to adapt your pitch.

Why Readiness Matters

Readiness is the work you do before you spend on an entity, an EOR, or a sales team. Even large organizations are caught off guard. In the CSC survey, 50 percent of companies with some US presence were surprised by the complexity of tax and financial reporting. Validating demand and understanding regulatory differences early reduces that risk.

The wider climate is favorable and competitive. In October 2026, the WTO raised its forecast for 2026 world merchandise trade volume growth to 3.9 percent, up from 1.9 percent in March, after 4.2 percent growth in 2025. The DHL Global Connectedness Report 2026 found that globalization held at 25 percent in 2025, matching its record high. The CSC survey also found that 45 percent of executives planned to form a US legal entity within 12 months, so more international competitors are heading to the same buyers.

Five Signs You Are Ready

1. Existing Revenue

Your product or service already earns consistent, repeatable revenue in another market. It is backed by a repeatable operating model, not a few lucky deals.

2. A Defined US Buyer

You can name a specific US target by industry, company size, and buyer title. If your answer is "all of America," you are not ready to hire a team to sell to it.

3. Runway

You have enough financial footing to fund several months of active selling before returns arrive. This is separate from the legal setup costs covered earlier in this paper.

4. Fast Decisions

Leadership can adjust pricing, messaging, and positioning quickly once US buyer feedback arrives. Slow approvals can erase the speed advantage you paid for.

5. Pitch Flexibility

You are willing to adapt your home-market pitch for US buyers rather than exporting it unchanged. What persuades buyers in one country often falls flat in another.

Readiness Checklist

- ☐ We earn consistent, repeatable revenue in at least one market.
- ☐ We can name our US target by industry, company size, and buyer title.
- ☐ We can fund several months of active selling before returns arrive.
- ☐ Our leaders can change pricing and messaging quickly.
- ☐ We are willing to adapt our pitch for US buyers.

If You Are Not Ready Yet

Missing one or two signs is not disqualifying. It usually means you need more groundwork first. Missing most of them is a stronger warning to address before you spend on an entity, an EOR, or a sales team.

Check Your Sales Operations First

Our free Sales Performance Assessment is a 10-question survey that takes a few minutes. It covers forecast accuracy, lead volume, close rates, KPI discipline, and quota attainment, then returns a customized scorecard that identifies process gaps. You can take it at <https://www.salesfocusinc.com/sales-assessment/>.

KEY TAKEAWAY

Readiness is a self-check, and it costs far less than a failed launch. Companies that meet most of the five signs tend to succeed, and those that do not should close the gaps first.

LaunchUSA: Sales Focus International Sales Outsourcing

QUICK ANSWER

LaunchUSA is the international sales outsourcing service from Sales Focus. We recruit, employ, train, and manage a native English-speaking, US-based sales team for companies outside the US, under one agreement and without a US entity. We commit to a fully recruited and hired team, with a confirmed start date, in 45 days or less.

What LaunchUSA Is

LaunchUSA lets a non-US company start selling in the United States without a US entity, direct US hires, or compliance infrastructure. One contract covers the engagement. You get a single point of contact and consistent reporting as the team grows.

How LaunchUSA Answers the Barriers

Barrier	How LaunchUSA responds
Employment and compliance	All LaunchUSA sales professionals are W-2 employees of Sales Focus, which removes the need for a US entity and for state-by-state compliance research on your side.
Language and culture	Every sales professional is a native US-English speaker based in the US.
Time zones	The team works in US time zones, alongside the buyers it sells to.
Cost and complexity	One centralized agreement replaces separate entity, payroll, and recruiting contracts.
Speed	We commit to a hired team with a confirmed start date in 45 days or less.

The S.O.L.D.™ Methodology

We have used the S.O.L.D.™ Methodology since 1998. It gives every engagement the same repeatable structure:

- **Study** – We learn your business, product, market, and goals in depth.
- **Organize** – We plan the sales strategy and recruit for your specific market and industry.
- **Launch** – We train the team on your product and messaging, then begin active selling.
- **Direct** – We manage performance, track results, and adjust strategy as the market shifts.

What You Get

A LaunchUSA engagement can include a dedicated sales team, lead generation, market entry strategy, sales program management, and market research. It also includes advanced tools such as analytics, SEO suites, and CRO tools. We use HubSpot to centralize sales processes, and we are a HubSpot Partner.

You can choose B2B or B2C teams, outside or inside sales, or any combination, all under the same LaunchUSA agreement. After 12 months, you can bring the team in-house as your own employees.

A Global Partner Network

Since 1998, we have also worked with certified partners in Europe, South America, the Middle East, and the Pacific Rim. Partners are certified in the S.O.L.D.™ Methodology, work under the same centralized agreement, and are located in the relevant time zones. They source local staff who speak the language and understand the culture. This network is also how we support US companies expanding abroad.

Industries We Serve

Our teams have sold in energy, telecommunications, healthcare, information technology, manufacturing, pharmaceutical, finance, and travel, tourism, and hospitality. Clients include TXU Energy in utilities and the Bermuda Department of Tourism in destination marketing.

Case Study: Maestro Steel Detailing

[Maestro Steel Detailing](#) was founded in India and now has headquarters in the US, Canada, and India. The company provides steel detailing services to fabricators and

contractors worldwide, and it wanted to quickly launch and manage an inside sales team in the US to increase revenue growth and market share.

We were contracted to hire, train, and manage a sales team that would target US businesses. We performed a target market analysis, built the client acquisition strategy, implemented the process, and developed the organization for the commercial sales team. We hired seasoned sales representatives with manufacturing experience and trained them on Maestro's services and products, so they could begin calling contractors and fabricators.

Our relationship with Maestro ran from 2015 to 2019. Over five years, the team averaged 131.8 percent to quota. We generated more than \$3.3 million in revenue for Maestro, averaging \$675,443 per year.

KEY TAKEAWAY

You do not have to build a US company to start selling in the US. LaunchUSA lets you prove the market first, with a team that is hired in 45 days or less.

Frequently Asked Questions

What is international sales outsourcing?

It means using a third-party provider to build and run sales in a market where your company has no local presence.

What is LaunchUSA?

LaunchUSA is our solution for non-US companies entering the US, with a dedicated, US-based team.

How fast can the team start?

We commit to a fully recruited and hired team, with a confirmed start date, in 45 days or less. Training begins when the team starts, and reps typically begin selling within their first week.

Do we need a US entity?

No. The reps are W-2 employees of Sales Focus, so you can sell in the US without forming an entity.

Can LaunchUSA support both B2B and B2C?

Yes. We build B2B or B2C teams, using outside sales, inside sales, or both.

Next Steps

Want a quick overview first? Listen to [Episode 10 of The Sales Focus Podcast](#), a three-minute introduction to how LaunchUSA helps international companies enter the US market.

Start by taking the free Sales Performance Assessment at <https://www.salesfocusinc.com/sales-assessment/>. When you are ready to talk through a US launch, [schedule a strategy call](#) with a Business Development Manager, or call us at (410) 442-5600.

Sources

Statistics in this white paper are reported as they appear on the Sales Focus pages listed below, and on the third-party sources those pages cite.

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About Sales Focus

[Sales Focus Inc.](#) is a sales outsourcing company headquartered in Charleston, South Carolina. Tony Horwath pioneered sales outsourcing in 1998 when he founded Sales Focus.

Since 1998, we have used our S.O.L.D.™ Methodology (Study, Organize, Launch, Direct) to build and manage sales teams for clients across energy, telecommunications, healthcare, information technology, manufacturing, pharmaceutical, finance, hospitality, and more. We have helped more than 300 international companies enter the United States market.

Our LaunchUSA service gives companies outside the US a dedicated, US-based sales team under one agreement and without a US entity. Our global partner network, certified in the S.O.L.D.™ Methodology, supports companies in Europe, South America, the Middle East, and the Pacific Rim. We are a HubSpot Partner.

To learn more, take the free Sales Performance Assessment at <https://www.salesfocusinc.com/sales-assessment/>, [schedule a strategy call](#), or call (410) 442-5600.