



ALWAYS

THE RIGHT

DECISION



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February 2nd...Yes Ground Hog's Day



Ken Peters

1st time Grandpa





Things to Consider When Implementing GTM Software



#10 – The “Why Are We Doing This?” Question



#10 – The “Why Are We Doing This?” Question

If your only answer is “because compliance said so,”
CONGRATULATIONS
you’ve just doomed your project before it starts.

Define your business goals.
Clarity beats chaos.





#9 – Get Everyone on the Bus

#10 – The “Why Are We Doing This?” Question



#9 – Get Everyone on the Bus

Trade, IT, Logistics, Finance... it takes a village to implement GTM.

And that one person in Procurement who “doesn’t have time”?
Yeah, you’ll need them too.





#8 – Clean Your Data Like You’re Hosting the In-Laws

#9 – Get Everyone on the Bus

#10 – The “Why Are We Doing This?” Question



#8 – Clean Your Data Like You’re Hosting the In-Laws



Bad data in = bad compliance out. GIGO.

Clean your product masters, tariff codes, and partner records *before* you start.

GTM can't fix garbage.



#7 – Integration: Because Copy-Paste Isn't a Strategy

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#7 – Integration: Because Copy-Paste Isn't a Strategy

Your ERP, TMS, and GTM need to *talk*.



If your systems are emailing Excel files to each other, you're not automating — you're just creating digital chaos.



#6 – Don't Automate a Mess

#7 – Integration: Because Copy-Paste Isn't a Strategy

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#6 – Don't Automate a Mess



If your current process is broken, GTM will just help you make mistakes faster.
Fix the process, *then* automate.



#5 – One World, Many Rules

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#4 – The Human Factor

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#4 – The Human Factor



You can buy software, but you can't buy buy-in.

Train your team, communicate often, and celebrate small wins — or your shiny new GTM tool will sit there like a gym membership in February.



#3 – Governance, Schmoovernance... Until Audit Day

#4 – The Human Factor

#5 – One World, Many Rules

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#3 – Governance, Schmovernance... Until Audit Day

Trade compliance data doesn't manage itself.

Assign ownership for classifications, screenings, and licenses *before* you get that “friendly” government email.





#2 – The “Go Big or Go Home” Myth

- #3 – Governance, Schmoovernance... Until Audit Day
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#2 – The “Go Big or Go Home” Myth

Don't.

Start small, prove value, expand.
A phased rollout keeps you sane —
and employed.





And the #1 Thing to Consider When Implementing GTM Software...



Pick a Partner Who Actually Knows Trade

- #2 – The “Go Big or Go Home” Myth
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#1 - Pick a Partner Who Actually Knows Trade

Because when things go sideways
— and they will —
you'll want a vendor who speaks compliance, not just code.



Why GTM Matters to the Business

- Reduces regulatory and financial risk
 - Speeds up cross-border trade and fulfillment
 - Improves data visibility and decision-making
 - Enables growth into new markets with confidence
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- GTM is not just a compliance tool —
it is a business enabler.

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