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# The Sales Acceleration Checklist

Initial 20 Actionable Points to Build a High-Performing Sales Engine in Japan

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# Is Your Japan Sales Strategy Ready to Win?

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Entering the Japanese market is one thing; succeeding is another. A solid strategy is not enough without flawless execution. This checklist is designed for business leaders who are ready to move from planning to action.

Use these 20 points to assess your operational readiness, identify potential blind spots, and build a sales engine that delivers results.

Let's find out how prepared you really are.



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## Part 1-1: Go-to-Market & Sales Strategy (10 Points)

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- ☐ Can you define your Ideal Customer Profile(ICP) in the Japanese Market, such as industries, solutions, products, company size,,, etc?
- ☐ Can you identify at least a few potential customers in the Japanese Market ?
- ☐ Have you realized cultural & business barriers in the Japanese Market such as language, decision-process, relationship managements,etc ? and do you have any tactic for those?
- ☐ Have you had enough local market knowledge such as customer behavior, unique competitive landscape, etc?
- ☐ Do you know any unique pain points & expectation of your Japanese potential customers ?



## Part 1-2: Go-to-Market & Sales Strategy (10 Points)

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- ☐ Have you had any local network like partners, distributors, sales channels, etc ?
- ☐ Do you have any localized plan for your solutions(Language, UX, Pricing adaption,, etc)
- ☐ Do you have any resource/organization plan to cover your entire sales cycle from lead generation, sales negotiation, closure and post-sales support?
- ☐ Is your pricing strategy validated in JPY and competitive in the local market?
- ☐ Do you know when the financial year starts mostly in Japan?



## Part 2: Lead Generation & Marketing for Sales (5 Points)

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- ☐ Can you define your Ideal Customer Profile(ICP) in the Japanese Market, such as industries, solutions, products, company size,,, etc?
- ☐ Can you identify at least a few potential customers in the Japanese Market ?
- ☐ Have you realized cultural & business barriers in the Japanese Market such as language, decision-process, relationship managements,etc ? and do you have any tactic for those?
- ☐ Have you had enough local market knowledge such as customer behavior, unique competitive landscape, etc?
- ☐ Do you know any unique pain points & expectation of your Japanese potential customers ?



## Part 3: Sales Operations & Enablement (5 Points)

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- ☐ How will you train and onboard your local sales team or partner on your solutions/products and sales methodology?
- ☐ Do you have templates for Japanese business proposals and contracts?
- ☐ Do you have a process to pay/be paid JP-Yen with Japanese customers?
- ☐ Do you know even roughly where(which city) your potential customers are located, and how to access?
- ☐ Do you have any plan for local post support scheme, such as a hotline, trouble shooting, etc.?



# How Ready Are You?

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If you checked **fewer than 50%** of the points on this list, your Japan market entry is at risk of costly delays and missed opportunities.

**Don't leave your success to chance.**

The gaps you've identified are exactly what we help our clients overcome. Our team acts as your on-the-ground sales force, providing the local expertise and operational power to turn your strategy into revenue.

**Schedule a free, 30-minute consultation with our Japan market experts today to build your customized roadmap to success.**

**Book Your Free Consultation Now**

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