

Connecting global companies to success in Japan



2026

From Japan, to the world.

Three Gaps That Stall Business Negotiations in Japan

Japan is a market with high purchasing power and a culture of long-term business relationships. However, succeeding here requires more than "product strength" — it demands local adaptation that includes trust-building, sales process design, and legal compliance.

01



The Market Understanding

A market that "looks like there's demand" may differ entirely in actual purchasing rationale, budget, and decision-making structure.

02



The Sales Design

Sales approaches that succeeded overseas don't translate directly to Japan's negotiation process.

03



The Trust-Building

Without sufficient track record, referrals, Japanese-language support, and contract-related reassurance, deals stall before the first meeting even concludes.

➔ Entering the Japanese market isn't about "starting sales" — it starts with "designing trust."

REAL EXAMPLES

Common Sales Misalignments That Fail to Reach Japanese Companies

Believing "this should sell in Japan too" isn't enough. Without the right messaging, proposal detail, and first-touchpoint design, negotiations stall.

Sales Approach

Phrases like "We can do anything" or "We'll adapt to you" may seem flexible, but Japanese companies interpret them as "It's unclear what this company can actually do."

Proposal Presentation

A vision or big-picture concept alone doesn't constitute a proposal. Without concrete scope, process, cost, timeline, and expected outcomes, decision-makers can't approve it.

Lead Generation

"Let's start with a casual conversation" fails to convey purpose — it's unclear why the meeting is happening, and this vagueness leads to no replies and no follow-up meetings.



"Here's the process, here's how far we'll support you"
— builds more trust than saying "we're flexible."



OUR SOLUTION

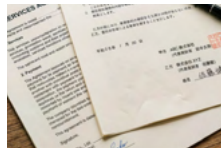
We Localize Your Sales Strategy Itself for the Japanese Market

Not translation — we help Japanese companies understand, evaluate, and explain your offering internally.
That's the first step to entering the Japanese market.

BEFORE

Directly Translating an Overseas Sales Strategy into Japanese

- Centered on abstract vision
- Too vague about what you can actually do
- Unclear purpose for the first meeting
- Difficult for Japanese companies to explain internally



AFTER

Redesigned as a Sales Strategy Japanese Companies Can Evaluate

- Clear target companies, challenges, and proposal scope
- Sales materials, website, and email copy organized
- Clear purpose and next actions for the first meeting
- Sales activities fine-tuned and improved daily



We create both "a reason for Japanese companies to listen" and "material they can evaluate internally."

Why YOUNEEDS ?

With over 15 years supporting Japanese B2B sales and new business launches, we help overseas companies take on the Japanese market.

We understand how Japanese companies evaluate businesses, build trust, and move toward closing deals — so instead of just translation or sales agency work, we provide communication, positioning, and strategy that actually resonate here.

We walk alongside you as a trusted partner, from your first step into Japan through sustained growth.



Advancing Your Japan Entry Through 4 Steps

From Go/No-Go decisions to target selection, sales execution, and ongoing support — we accompany you end-to-end, from entry through implementation.

01

Decide Market Assessment

Determine whether to enter the Japanese market
Interviews, demand and risk assessment

02

Prepare Execution Design

Organize targets, materials, and messaging
Design the pathway and messaging

03

Connect Sales Development

Build touchpoints with Japanese companies
Negotiations, discussions, on-the-ground support

04

Grow Ongoing Support

Support retention and expansion after deals close
Establish improvement and operations



Market Assessment, Preparation, Sales, and Growth Support.
From the first consultation, we clarify a realistic next step forward.

From Your First Step in Japan to Long-Term Growth

Specialists across every discipline support your team hands-on, as an extension of it.

Market Assessment



- Go / No-Go decision
- Japan market research
- Executive introductions via referral advisors
- Competitive analysis

Target Development



- B2B target list creation
- Cold email outreach
- Cold calling
- SNS outreach
- Executive introductions via referral advisors
- Partner candidate development

Marketing



- Website localization
- SEO
- Landing page creation
- Sales materials localization
- Brand messaging design

Sales & Negotiations



- Sales meeting design
- Accompanying meetings with Japanese companies
- Proposal document review
- Meeting feedback

Legal



- Contract support compliant with Japanese law
- Trademark, patent, and licensing support
- Compliance checks

Ongoing Support



- Sales channel expansion
- Monthly advisory sessions
- Regular meetings
- Issue organization
- Strategy updates
- Coordination with specialists
- Decision-making support for the Japanese market

SUCCESS STORIES

Support Success Stories

Through positioning, sales strategy design, and continuous improvement tailored to Japanese companies, we've helped overseas businesses move their negotiations in Japan forward.

CASE 01



Localizing Sales Materials & Website Improvement

Overseas SaaS company (Industry: IT/Cloud)

Before	What We Did	Result
- Materials designed abroad didn't resonate with Japanese companies - Website felt "foreign," creating trust concerns - No replies from Japanese companies	- Redesigned sales materials for a Japanese audience - Rebuilt the website for the Japanese market - estructured to reflect Japanese business culture and decision-making process	✔ Materials now feel approachable and trustworthy ✔ Increase in responses from Japanese companies ✔ Built a foundation for negotiations

CASE 02



Process Improvement & Stronger Sales Follow-Up

Overseas manufacturer (Industry: Industrial Equipment)

Before	What We Did	Result
- Negotiations stalled midway - Unclear what the next action should be - Couldn't grasp Japanese companies' evaluation process	- Improved sales emails and proposal materials - Reviewed the negotiation flow and proposal structure - Designed follow-up aligned with the Japanese evaluation process	✔ Higher meeting acceptance rate ✔ Clearer next actions ✔ Deals now progress more smoothly

CASE 03



Target List Creation & Prioritization

Overseas software company (Industry: Security)

Before	What We Did	Result
- Unclear which companies to approach - Few leads, sales activity not progressing	- Conducted Japan market and industry research - Created a target list (with priority ranking) - Designed the outreach strategy	✔ Identified promising targets ✔ Made sales activities more efficient ✔ First consultations began yielding results

CASE 04



Ongoing Support (Monthly Advisory)

Overseas health-tech company (Industry: Medical/Health)

Before	What We Did	Result
- Lacked criteria for evaluating the Japanese market - Internal decision-making wasn't progressing - No trustworthy point of contact for consultation	- Managed issues through monthly meetings - Reviewed and refined market strategy - Provided integrated support across sales, marketing, and legal	✔ Faster decision-making ✔ Developed strategy best suited to the Japanese market ✔ Supporting continuous growth

The Hands-On Experience and Network Behind What Moves Japanese Companies

Network

15+
years

Japanese B2B business experience
among our Japanese staff

Track Record

50+

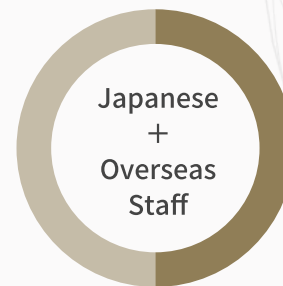
Overseas companies supported

Network

8,000+
companies

Touchpoints with Japanese companies

Team



Meetings Held

10,000+
people

Negotiations and meetings with
Japanese counterparts

Founded

April 2020

Headquarters

Marunouchi, Tokyo

Capital

JPY 8 million

→ What the Japanese market needs isn't a list — it's designing who to reach, what to say, and in what order.

PRICING

We Combine the Services You Need, Tailored to Your Goals

Start small — with a Go/No-Go assessment or target list — then scale step by step into sales strategy and legal support as you see results.

Service	Description	Price
Sales Target List Creation	Organize companies to approach in the Japanese market, forming the foundation for early sales activity	USD 500
Japanese Sales Materials Creation	Create sales materials with structure and messaging that resonate with Japanese companies	USD 1,500
Japanese Website Creation	Build a website with structure and messaging that resonates with Japanese companies	From USD 3,000
Cold Calling for Connection Building	Outbound sales support to build touchpoints with Japanese companies (minimum 2 months)	USD 5,000/month
Sales Strategy & Market Entry Consulting	Advisory on sales strategy, target design, and entry approach (minimum 3 months)	From USD 2,000/month
Go/No-Go Assessment	Organize the key considerations for deciding whether to enter the Japanese market	From USD 500

Prices are estimates. Final quotes depend on industry, scope, and duration.

The Sakura City Project Launches Japan Entry Standard — Making Trust Visible

In the Japanese market, it takes time for companies to determine "who can truly be trusted as a business partner." Sakura City is YOUNEEDS' future vision — an objective standard for measuring how well overseas companies fit the Japanese market. We're currently validating this standard through our ongoing consulting work.

Sakura City is a service that visualizes an overseas company's fit for the Japanese market through an objective, publicly available standard — the "Japan Entry Standard." It serves as the trust-connection standard overseas companies need to do business with Japanese companies.



The consulting services we currently offer form the foundation of this vision.



Let's Take On Japan, Together.

It starts with a 60-minute conversation.
We'll discuss your current situation and goals,
and map out the next step for your Japan market entry.

YOUNEEDS Co., Ltd.

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