

MAKING THE FIRST IMPRESSION COUNT

EXPORTER TIP SHEET



BE PATIENT AND PERSEVERE!

Potential buyers are looking to ensure you're serious about entering the market. It generally takes 12 touch points before a sale occurs.

COMPANY PITCH

- Be well prepared – show up early, “buyers” may show up early so all meetings move forward.
- Consider language challenges and make the necessary arrangements in advance. Find out if the company rep you will be meeting speaks English. If not make the necessary arrangements in advance.
- If possible, provide brochures/product info in the local language.
- Put significant priority into these presentations and who presents, first impressions/optics are important.
- Create powerful presentations, with or without computer. Be prepared to continue effectively if your computer or demo equipment doesn't function properly. Don't rely on internet connections only.
- Lead with the benefits of your product/service.
- Be concise and present your core strengths and competitive advantage. Identify what sets you apart from your competitors – prove it!
- Know your competitors' strengths and weaknesses but never talk negatively about competitor's product.
- Do your homework. If possible “connect the dots” of your product's benefit to the potential buyer's projects and potential strategy (perhaps they have publicly indicated a focus on the environment, and you feel your product is relevant).
- Be prepared to answer questions on your company's capacity, certifications and whether trialing the equipment is a possibility (a frequent first step to actual sale).
- Be able to speak about your capacity to provide after sales support/service.

- Keep in mind that unless your company has boots on the ground locally, most potential “buyers” require an agent or distributor to ensure ongoing local support.
- It is recommended you conduct a deep due diligence on your potential distributor/agent. Do not rush your decision based on a first impression.
- Highlight any ability that demonstrates you are able to operate locally.
- Timely and regular follow up is critical!
- This is a process which can take several years of engagement and multiple meetings/attempts – be patient and persevere! Potential buyers are looking to ensure you’re serious about entering the market. It generally takes 12 touch points before a sale occurs.
- Don’t expect to close immediately a deal, be persistent.

TENDER SUBMISSIONS

- Be concise, short and simple.
- Focus on info requested only.
- Complete & compliant answers – answer questions fully and stick to the process rigidly.
- Present relevant responses.
- Timely, never be even 5 minutes late - they take note of those that are proactive.
- Optics are important, how things are presented is noticed.
- Be creative – think outside the box. Innovative and new technologies are very important
- Identify key points such as if your product reduces costs, improves productivity, reduces environmental footprint or improves health and safetyProve it!
- State assumptions.
- Include Executive summary.
- Do not add promotional material or other unrelated products.
- If unsure, call and ask questions regarding the bid.
- Seek external support when needed (i.e. local consultant, agent, lawyer).

NOTE: Many buyers will not buy directly from suppliers (i.e. Without an agent or distributor) in order to ensure after sale local support. If this is the case, sufficient attention and research must be given to finding the right distributor/agent for your company. This cannot be understated. The in-market trade commissioner is a good source of information in this regard. Solicit recommendations from your peers