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PROGRAM



ATLANTIC – TAP DIGITAL 2024
Day 3 – January 23, 2024

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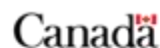
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RECAP ON DAY 2
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BUYING MOTIVATORS
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BUYING MOTIVATORS

Buying is an emotional decision
justified by logic

- Tom Stoyan

*So drive their emotion
and supply them the logic they need!*

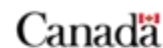
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THE BUYING MOTIVATORS FOR:

END USERS

PASSION

PAIN

PRIORITY

1. **Define** your customers with ultra clarity
2. **Understand** what their true motivators are
3. **Link your value** to those key motivators

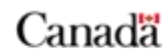
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THE BUYING-IN MOTIVATORS FOR:

DEALERS

REPS

DISTRIBUTORS

AGENTS

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1. Emphasize the **MONEY** they can earn
2. Show them how **EASY IT IS** to do with your support
3. Build the **RELATIONSHIP** to make them **WANT** to sell your product or service

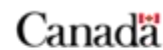
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ELEVATE YOUR SALES MINDSET



CUSTOMER

Who do YOU see in the mirror every day?

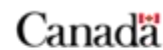
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Services vs Products

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Selling Services Internationally



COMPARISON: SELLING SERVICES VS. SELLING PRODUCTS

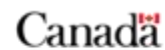
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Selling Services Internationally



Products

Services

Influence of culture

Adapting

Connecting

What is the buyer really doing?

Acquiring

Adopting

What is he/she evaluating?

Features, benefits, value

Your skills, qualifications, ideas, resources, benefits, value

How do you want them to feel?

Confident – that the product will do what it should

Safe – that you *get* them, you see what they see, you truly care

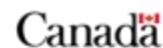
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Selling Services Internationally



Products

Services

Who is taking the most risk?

Buyer

Both

How can buyers evaluate their options?

Relatively easily

More difficult – sales ability and explaining skills important

Niche

Broader, often higher volume

Narrower, lower volume
Can establish best in class

How often will they buy?

Maybe once, repeat better

More likely to be renewable

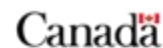
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Selling Services Internationally



Products

Services

Key metrics

Sales, cost, GP

Renewability, term length.
development costs

Upselling – value add
opportunities

Sometimes

Usually

Relationships and trust

Always helpful

Crucial

Explaining and “picture
painting” skills

Always helpful

Can make or break the deal

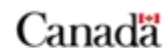
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SELLING INTO A GLOBAL MARKET PLACE

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Selling Into a Global Marketplace



HOW DOES INTERNATIONAL SALES COMPARE TO SELLING CLOSER TO HOME?

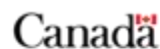
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Selling Into a Global Marketplace



What's Different?

- Customers
- Market size
- Industry practices & norms
- Competition
- Complexity
- Information availability
- Freight & logistics

Redefine ideal customer and modify value proposition(s)

(We deliver X benefit to Y companies through Z method)



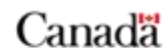
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Selling Into a Global Marketplace



Distance

- Personal Travel
- Freight
- Cost

Promotion

- Methods
- Expertise
- Uncertainty

Communications

- Time zones
- Languages
- Methods

Competition

- Where from
- Pros / cons

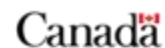
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Selling Into a Global Marketplace



Pricing

- Additional costs
- Knowledge
- Pricing model

Language

- How to overcome
- We can take charge of this

Culture

- Crucial
- Maximum “art of trade”
- Using to attract attention as well as integrate



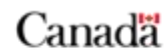
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NEGOTIATION

Jessica McCall

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International Negotiation

1. Know your goals and BATNA (best alternative to a negotiated agreement)
2. Research the culture and context
3. Build rapport and trust
4. Use effective communication strategies
5. Seek mutual benefits and value creation
6. Be flexible and adaptable

<https://www.linkedin.com/advice/3/how-can-you-negotiate-better-international-business-bem9e>

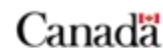
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International Negotiation

- Educate yourself on the culture
- Body language does most of the talking
- Mastering microexpressions
- Personal space
- Eye contact
- Politely probe for more information
- Be Prepared

<https://www.tradeready.ca/2021/topics/a-guide-to-international-negotiation/>

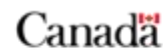
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International Negotiation

Negotiating international contracts - EDC

<https://www.edc.ca/en/article/negotiating-international-contracts.html>

Cultural Country Comparison Tool

<https://www.hofstede-insights.com/country-comparison-tool>

EDC X FITT Lite Learning Series

<https://www.edc.ca/en/premium/tool/edc-learn.html>

- Selecting a Market Entry Strategy
- Cash Flow Management
- Establishing Sales Channels to International Markets
- Marketing with Digital Technology
- Analyzing and Mitigating Currency/Foreign Exchange Risk
- Conducting Cost and Pricing Analysis for Exporting Products
- Analyzing and Mitigating Commercial Risk
- **International Contracts and Partnership Agreements**
- Documents and the International Trade Transaction
- Crossing Borders and Managing Customs
- Adapting Products and Services

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USING KPIS AND ACTION PLANS

Dave Archer & Jessica McCall

KPIs and Action Plans

Choose metrics carefully

- Tie to strategic objectives
- Keep it simple
- Maintain up-to-date data
- Use dashboards

Communicate the plan and KPIs

- Understanding
- Alignment

Continuous Improvement

<https://www.bdc.ca/en/articles-tools/business-strategy-planning/define-strategy/how-to-measure-success-strategic-plan>

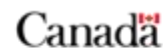
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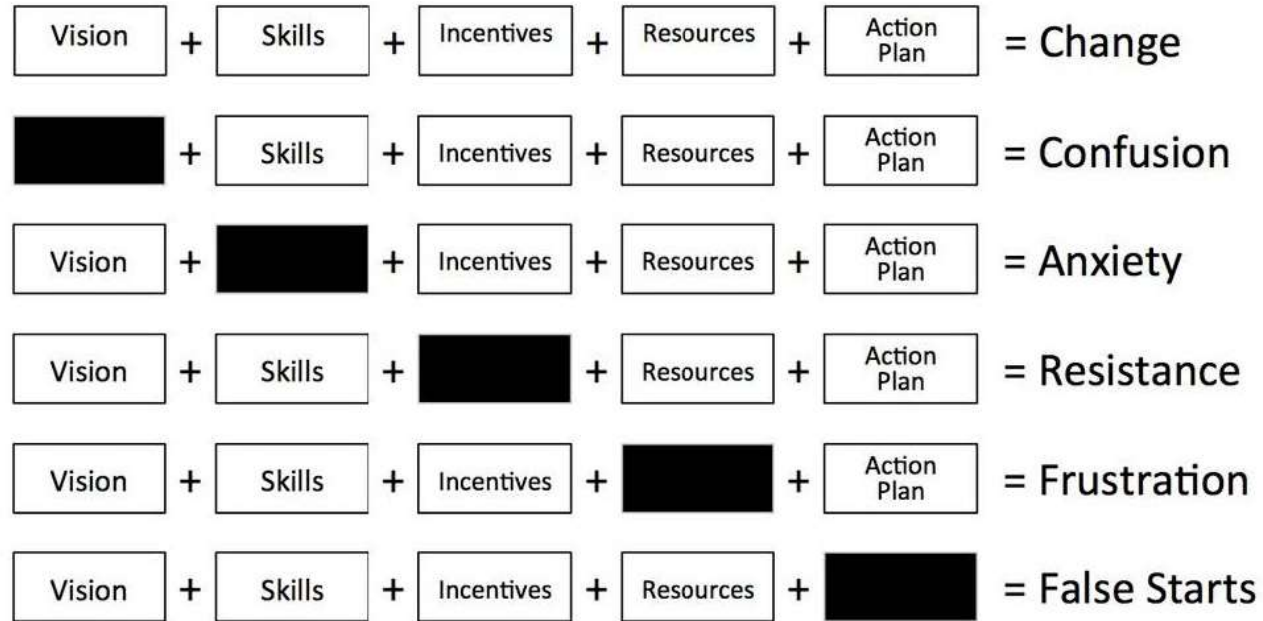
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Managing Complex Change



Adapted from Knoster, T., Villa, R., & Thousand, J. (2000). A framework for thinking about systems change. In R. Villa & J. Thousands. (Eds.). Restructuring for caring and effective education: Piecing the puzzle together. (pp. 93-128). Baltimore: Paul H. Brookes Publishing Co.

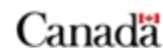
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Action Plans

Objective	Tasks to be completed	Desired outcome	List of needed resources	Person responsible	Time allocation	Date to begin	Due date
Select and plan for the 5 best trade shows over the next 24 months	research the top industry shows, rank top 10	Select and rank top 10 shows	research time	Barney in Sales	8 hours	15-Mar-24	20-Mar-24
	Review past show info: exhibitor lists, attendee lists, conference programs, speakers and rank results	Select and rank top 7 shows	research time	Barney in Sales	10 Hours	20-Mar-24	31-Mar-24
	Build budgets for top 5 shows	Complete budgets for top 5 shows	research time, access to costs and internal budgets	Wilma in Accounting	6 hours	20-Apr-24	30-Apr-24
	Create marketing strategy for each show	Create marketing and social strategies	access to overall marketing plan, social strategies, external consultants to support in market work	Betty in Marketing	20 hours	21-May-24	15-Jun-24
	Cash flow shows	Build top 5 shows into budgets and cash flow	access to costs and internal budgets	Wilma in Accounting	10 hours	21-May-24	15-Jun-24
	Apply for CanExport or Invest Nova Scotia funding	Receive funding to offset costs	funding guidelines, project budgets	Fred in Administration	10 hours	01-May-24	09-May-24
Determine and plan for regulatory requirements for each new market of focus	determine which markets the product meets / exceeds regulator requirement	Rank markets based on regulatory requirements	research time, product specialists, Fred in Admin	Pebbles in Product Dev	20 hours	15-Mar-24	20-Mar-24
	Create gap analysis on markets with missing requirements	Target list of tests / certifications/ product adaptations required for each market	research time, product specialists, R & D team, Fred in Admin, Bambam in R & D	Pebbles in Product Dev	30 hours	20-Mar-24	31-Mar-24
	determine order & costs of new tests / certifications/ product adaptations	Work plan for product changes / testing	research time, product specialists, R & D team, finance team	Pebbles in Product Dev & Wilma in Accounting	20 hours	01-Apr-24	20-Apr-24

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SALES ROLEPLAY

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Who is selling what?

- **Group 1**
 - **Selling NS Blueberry jam to Group 2 – who are food distributors for grocery stores**

Who is buying what?

- **Buying a new website for your real estate agency from Group 3**

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Who is selling what?

- **Group 2**
 - **Selling a Tesla Model 3 (personal vehicle) to Group 3**

Who is buying what?

- **Buying from Group 1 – you are a food distributor for grocery stores – buying NS blueberry jam from the manufacturer**

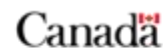
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Who is selling what?

- **Group 3**
 - **Selling to Group 1 – a new website for a real estate agency**

Who is buying what?

- **Buying from Group 2 – you are looking to buy a new car – they are a Tesla dealer**

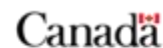
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SURVEY – DAY 3

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EXPORT PLAN FOCUS: Sales and Marketing

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Next Session's Topics

- Working and Migrating to New Markets
- Legal Support Beyond Borders
- Expanding Internationally – International & U.S. Tax Perspective
- Tax and Legal Workshop
- Export Plan: International Law & Tax

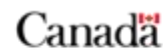
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