



Before We Start....



You can mute and unmute yourself throughout the session

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If you wish to speak, please use the “raised hand” icon in your Zoom toolbar and the moderator will unmute you.



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We strongly encourage you to keep your video on during the session.

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ATLANTIC – TAP DIGITAL 2024

Day 7 – February 7, 2024

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WORKSHOP

E-COMMERCE DISCUSSION

E-commerce is now a fundamental part of most companies' growth strategies.

What are the key logistical elements of e-commerce you need to take into consideration if you choose that market entry method?

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DISCUSSION: Approaching New Potential Prospects

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DISCUSSION

THE APPROACH PROCESS

1. Call them on the phone?
2. Follow up with email and one-sheet attachment
3. Call them again, tell them you're planning a visit
4. Listen for level of interest
5. Plan your trip
6. Go and visit them!

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DISCUSSION: Managing International Distribution Channels

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DISCUSSION

MANAGING INTERNATIONAL (SALES) DISTRIBUTION CHANNELS

1. Identifying: Sources to find them
2. Selecting: Key attributes they should have
3. Setting up: Equipping them (if they fail...)
4. Supporting: Helping them succeed
5. Motivating: Who is your REAL competition?
6. Monitoring: Hitting the targets you set together

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TOP 10 INTERNATIONAL BUSINESS PRIORITIES

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10 INTERNATIONAL BUSINESS PRIORITIES



1. Define your customer... with a magnifying glass!
2. Know your value proposition – with mathematical cost justification whenever possible (both products and services)
3. Tell a story that resonates with customers (especially services)
4. Develop relationships based on trust & respect
5. Use the Maple Leaf to your advantage
6. Tie benefits to the buying motivators you uncover during conversations
7. State prices with confidence, looking them straight in the eye
8. Ask lots of questions that lead to knowledge and empathy for their situation – listen 2/3 of the time
9. Follow up quickly and thoroughly
10. Be flexible – make it easy for partners to do business with you!

And remember... people do business with their friends... So GO FULL THROTTLE and HAVE FUN with your business partners!

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Q & A

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MENTOR WEEK OVERVIEW

Jessica McCall

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BREAK

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THE HUDDLE - WHAT KEEPS YOU UP AT NIGHT?

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THE HUDDLE

1. Share your best business advice
2. What keeps you up at night?

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SURVEY – DAY 7

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EXPORT PLAN FOCUS

Executive Summary and the Final Plan



Next Steps

- Your Final Export Plan is **Due March 1**
- Submit via **email to Tap@halifaxchamber.com**
- Mentors will review plans between March 4 – March 20
- 1:1 Mentor Meetings: **March 26 – March 28 via Zoom (9am-12pm)**
- Your mentor meeting schedule will be sent to you in about 2 weeks

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