

Before We Start....

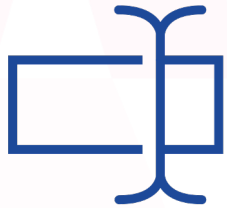


You can mute and unmute yourself throughout the session

Phone: Press *6
Computer: ALT+A



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



Hover over your name and click “More” to rename yourself to:
First name – Company Name



Click on the **Chat** icon if you have any technical issues



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



Tweet about the session:
[@HalifaxChamber](#)
[@NSBI](#) [@ONBCanada](#)
[@Innovation_PEI](#) [@IET_GovNL](#)
[#TAPAtlantic](#) [#TAPCanada](#)

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



ATLANTIC – TAP DIGITAL 2021

Day 3 – October 13, 2021

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



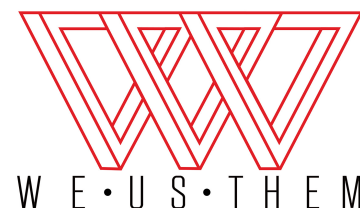


ATLANTIC – TAP DIGITAL

PARTNERS



KUEHNE+NAGEL



NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



RECAP ON WEEK 1 Dave Archer

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





BUYING MOTIVATORS: Customer vs Channel Partners

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



BUYING MOTIVATORS VALUE PROPOSITION

What is your
product /
service?

Who is the
target
customer?

What value
does it
provide?

Statement of the
unique **BENEFITS** your
product or service
delivers to your target
customer

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

PROGRAM CREATORS



BUYING MOTIVATORS

Buying is
an emotional decision,
justified by logic

NATIONAL FOUNDING PARTNERS



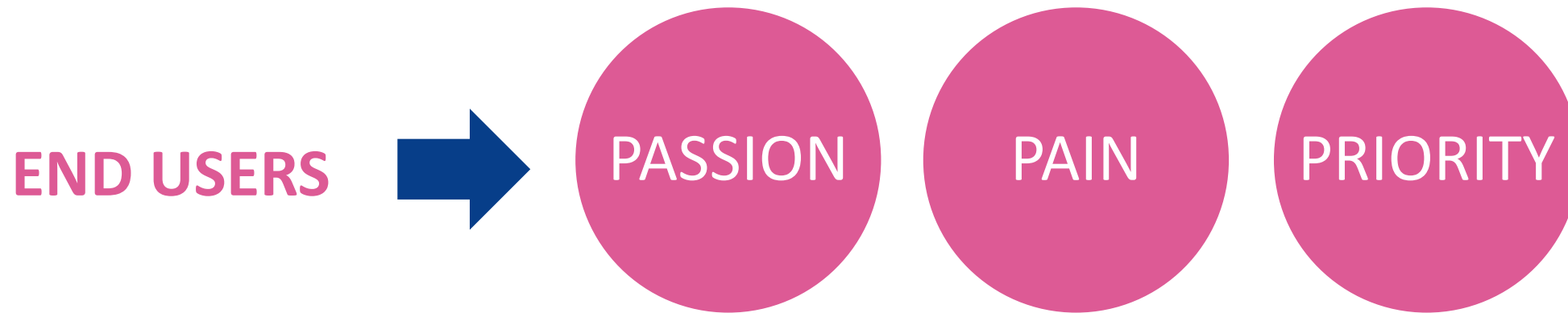
NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



THE BUYING MOTIVATORS FOR:



Ask questions that **IDENTIFY THEIR P/P/P's**, and tie your benefits to them

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



THE BUYING-IN MOTIVATORS FOR:

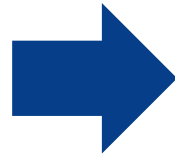
DEALERS

REPS

DISTRIBUTORS

AGENTS

CHANNEL PARTNERS



MONEY

EASE

RELATIONSHIP

Sell the **MONEY**, show them how **EASY** it is, and build the **RELATIONSHIP**

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



ELEVATE YOUR SALES MINDSET



CUSTOMER

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

PROGRAM CREATORS





SELLING: Services vs Products

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



SERVICES VS PRODUCTS

Clarity – harder to compare – advantage?

Perception is reality

Emotion

Measurability

Opportunity to tailor / customize your service

IP protection

Vulnerability to developing world pricing

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



YOUR PERSONAL DIFFERENCE

Relationship and trust – can take longer

Qualifications and experience

Track record with clients “similar to them”

Tell a story that resonates

Cost justify wherever possible

Influence of culture

Travel

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



DISTINGUISH YOURSELF

Niche must be even more clearly defined

More interactive sales process

Opportunity to differentiate

Listen for needs ... tie them to your deliverable

Impress them with your creativity

Confidence with sensitivity

Testimonials from customers “similar to them”

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



MUST DO'S

1. Maximize your visibility
 - Find opportunities to share your knowledge as an expert
 - Create a book, guide, video, how-to manual
2. Use social media / Internet
 - Website, blog, tweet, get involved where your clients are
3. Build your network
 - Go to relevant events
 - Referrals (both ways)
 - Strategic alliances and local delivery partners

Be where your clients are ... and show them what you can do for them!

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



SELLING INTO A GLOBAL MARKET PLACE

BOTREE INC

Teena Sauve

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

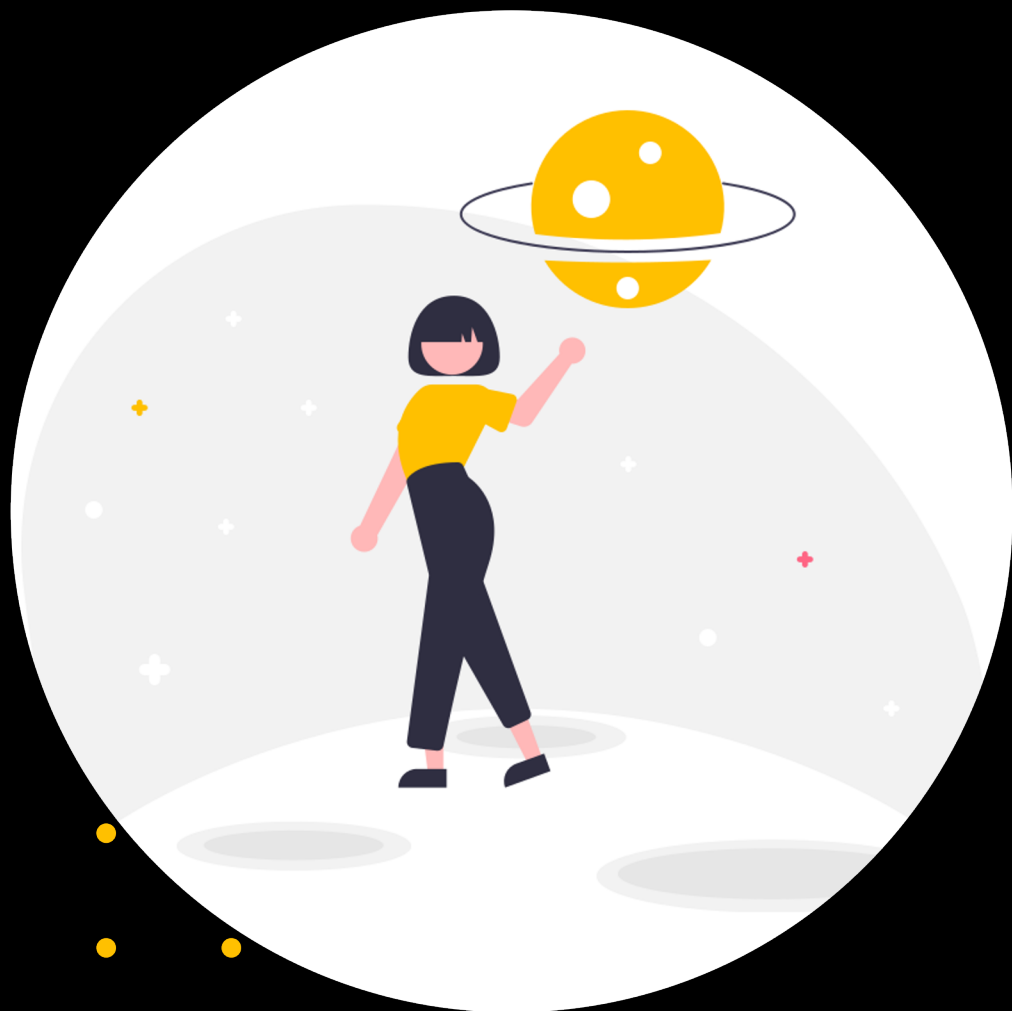


SUPPORTING PARTNER



PROGRAM CREATORS





SELLING INTO A GLOBAL MARKETPLACE



WHO WE ARE

Strategic educational firm
focused on Process and People
Optimization

"Disrupt and Evolve"



SELLING



Only 2% of sales happen when two parties meet for the first time.

[Marketing Donut]



35-50% of sales go to the company that responds **first**.

[InsideSales]

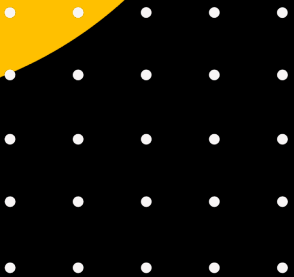
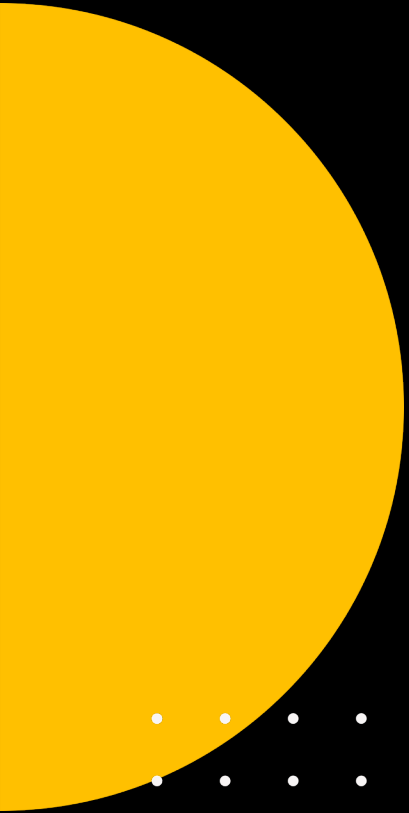




What word comes to mind when you think about sales?



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



SALES



95% of buyers chose a company that “provided them with ample content to help navigate through each stage of the **buying process**.”

[DemandGen Report]

FUNDAMENTAL

S

SALES PROCESS ALSO NEEDS TO CONTEMPLATE CUSTOMER'S BUYING PROCESS

Selling Process



Disconnect occurs when selling & buying phases are out of synch



Buying Process





How would you define sales in your organization?



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

DISTRIBUTION CHANNELS



As you consider your AVATAR, the expansion into international markets from a “sales” perspective will heavily be weighted on cultural difference, political, and market risk – impacting the “why” story.

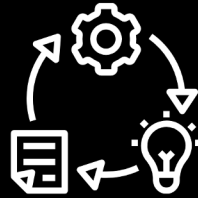
HOW:

- Market research
- Need for a local “sales team”
- Regulations – marketing collateral

PREPAR

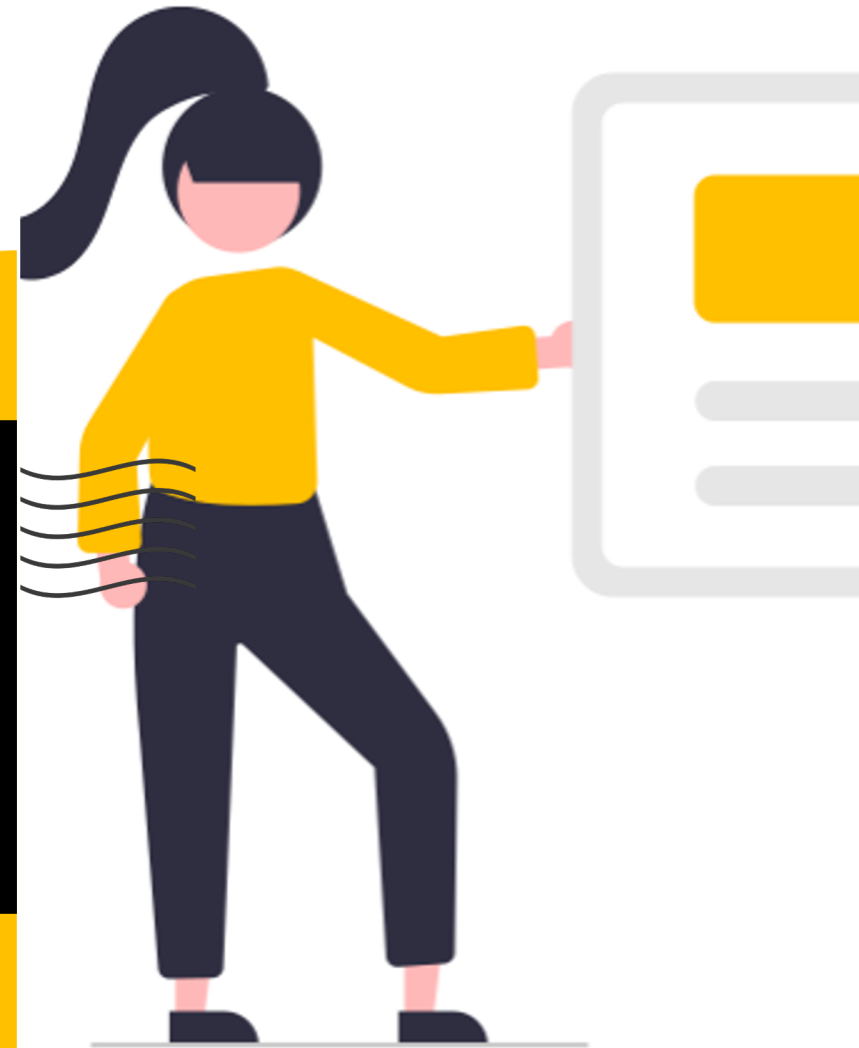
Consider why some people don't welcome change:

- Stability
- Cost of change
- Selection is difficult
- Anticipated regret



70% of consumers make purchasing decisions to **solve their problems**. 30% make decisions to gain something.

[Impact Communications]

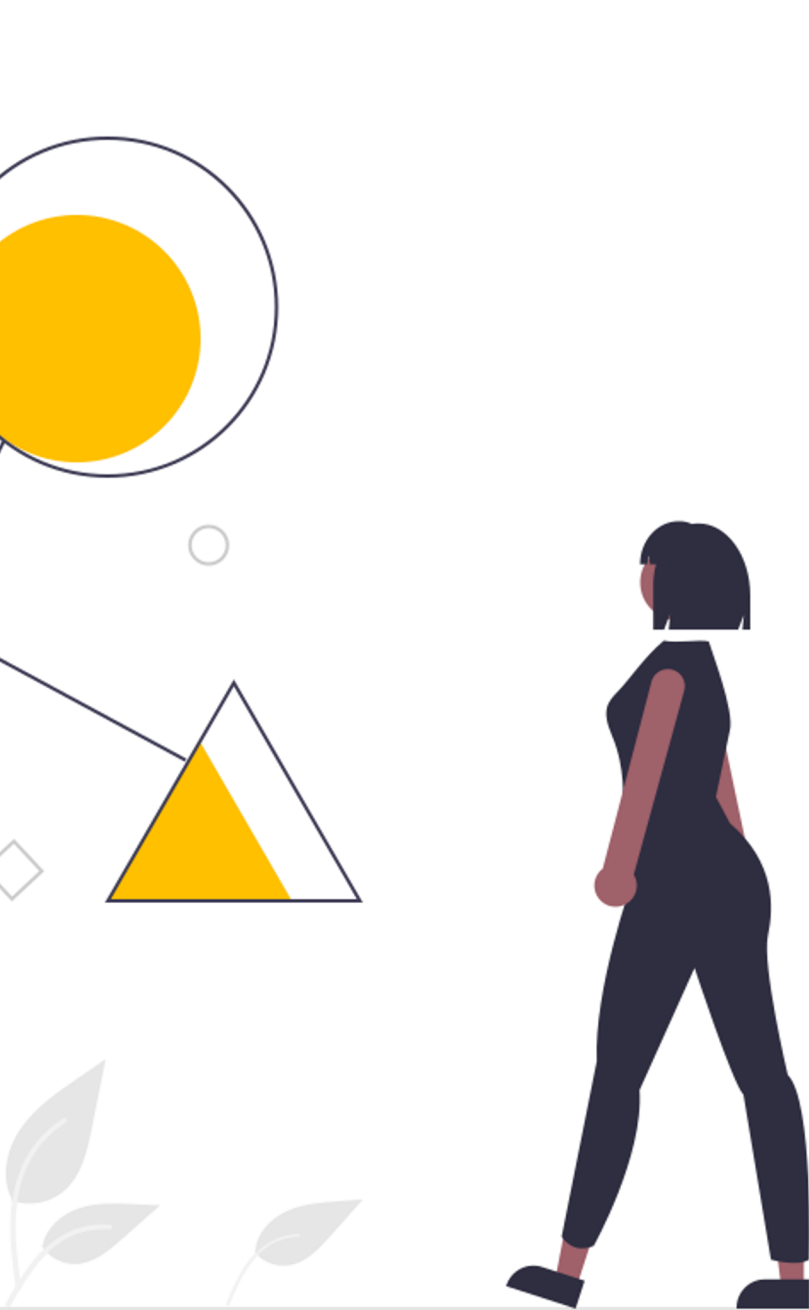




What problem does your product/service solve?



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



HOW DO YOU START

- Sales and Marketing alignment
- “Did you know?” statements
- Paint the picture
- Join the story
- Share the solution
- Align to your product/service

REMINDERS

Why did you develop the product/service?

What problem were you trying to solve?

Do NOT lead with your product/service

Consultative Selling is so 1980's





YOUR VALUE

Under Valued

Didn't appreciate.... The problem is as big or coming as fast as you say?!

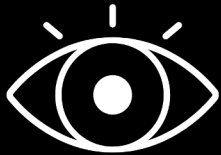
Un-Met

Didn't realize... there was even something to fix that issue or annoyance?!

Unknown

Didn't know... that was a problem I was having until you pointed it out ?!

WHAT SEPARATES YOUR COMPANY FROM THE COMPETITION?



Visuals are processed **60 thousand times**
faster in the brain than text.

[Neo Mammalian Studios]





Rank your level of confidence - International Readiness

I am clear on who my ideal customer is

I understand my internal sales culture

I understand the international environment
in which I want to sell

I know where I will need to alter my approach
to account for cultural differences

I know how to make the best augmentation
for my products and services

I know which is better: to sell direct or to use
an intermediary business partner



TRADE ACCELERATOR PROGRAM



THE ART OF NEGOTIATION

BOTREE INC

Teena Sauve

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



Negotiation





Negotiator Mindset

"Shifting into a negotiator mindset is thinking you already have a deal. It's just a question of what product and in what terms."

The Steps

1. Business Review
2. Highlight Opportunities
3. Business Plan
4. Steps to Growth
5. Concessions - LAST



BUSINESS REVIEW

Why: Set an upfront, clear foundation before negotiating.

What is it: What was business like last year for the client?

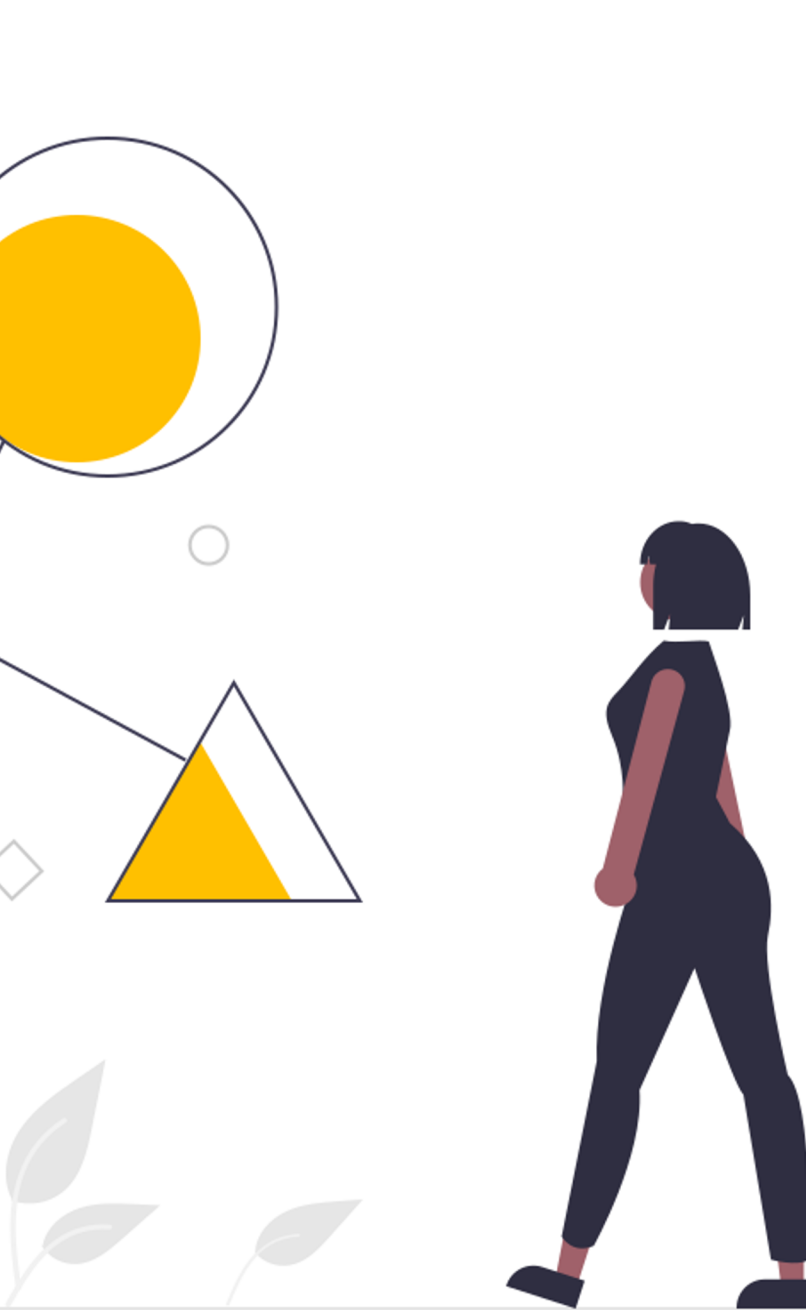
Examples: What % of market share did they get? Were expectations met? Wins + obstacles.

In order to move on: The client needs to express they see value in a partnership + objections are resolved



Share a sample probing question to kick off this step in the negotiation conversation





HIGHLIGHT OPPORTUNITIES

Why: Create the right environment for negotiation

What is it: Build urgency + excitement around how the client's business can reach new goals

Examples: Explain how your products can support them in growth. Highlight new processes / innovation. Showcase your marketing collateral

In order to move on: The client must confirm they see opportunities with your business

BUSINESS PLAN

Why: Listen to the client to gain a greater understanding

What is it: Discuss the client's goals to identify ways you can support them

Examples: Ask directly for their goals. Ask about past goals they have met if they are reluctant to open up. Offer your own experiences in business. Talk about how you can follow through on goals together

In order to move on: The client has discussed their goals and agree you have a place in it





When poll is active, respond at pollev.com/botreeinc793

Rate your comfort level with asking questions that dig into the client's underlying goals?

Uncomfortable— 1

2

Ok — 3

4

Very Comfortable — 5



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

STEPS TO GROWTH

Why: Show that you are in negotiation together for a win-win

What is it: Plan in detail how you will both work to grow each of your businesses

Examples: What resources present the most opportunity for growth? What can be leveraged for growth? What can you focus on as a team?

In order to move on: The client has planned the specific business they want to focus on with you





Respond at pollev.com/botreeinc793

**How often do you focus on growth of the client's business
before jumping in to concessions / pricing?**

Never — 1
2
Sometimes — 3
4
Always — 5



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

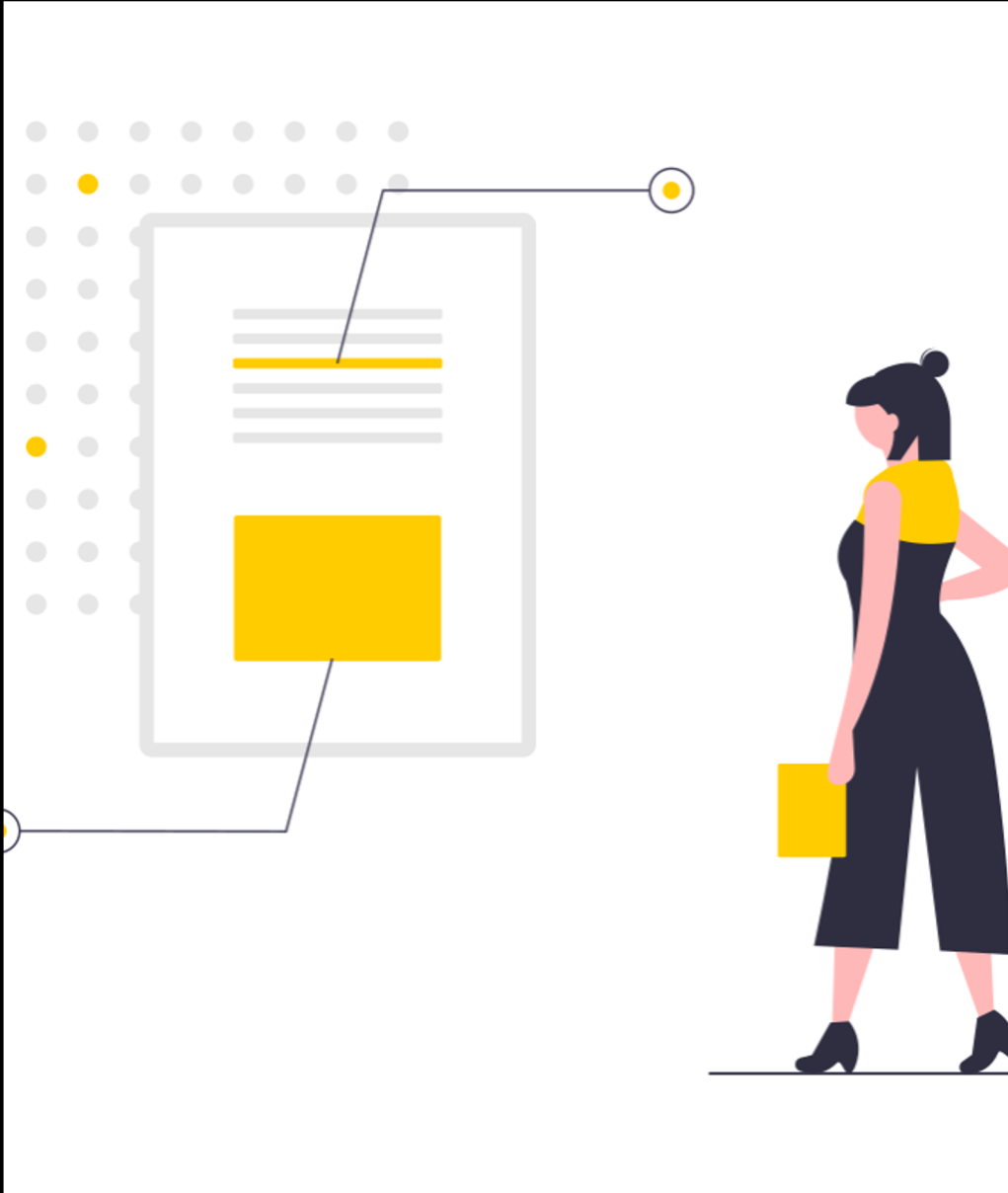
CONCESSIONS

Why: Slam dunk with concessions vs. using them to sway decision making

What is it: What additional value can you offer to the partnership to strengthen it even more?

Examples: Offer resources to help with a campaign or education series. Provide training on products. Include incentives tied to web presence. Mention benefits tied to contracts

In order to move on: The client recognizes the diverse value you bring to their business





When poll is active, respond at pollev.com/botreeinc793

How comfortable are you leaving discounts/margins to the very end, if at all?

Uncomfortable — 1

2

Ok — 3

4

Very Comfortable — 5



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

Contact Us

705-734-4729

teena@botreeinc.com

www.botreeinc.com



TRADE ACCELERATOR PROGRAM

TAP



CANADA'S
TRADE
ACCELERATOR
PROGRAM

Q & A

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

BREAK

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



BREAK TIME

10:00

mins: secs:

type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped ☒



NL





NATIONAL FOUNDING PARTNERS



NATIONAL AD'



TRADE ACCELERATOR PROGRAM



SALES ROLEPLAY

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





OUTLINE GROUPS FOR BREAKOUT

Group 1:

Cam
Ben
Justin

Darrin
Bill

Group 2:

Nancy
Alex
Roger

David
Tim

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



SPIN THE WHEEL



Random picker wheel



NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

BREAK

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER



PROGRAM CREATORS



BREAK TIME

10:00

mins: secs:

type:

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped ☒



NL





NATIONAL FOUNDING PARTNERS



NATIONAL AD'



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

MARKETING LOCALIZATION, BRAND AWARENESS &
DIGITAL MARKETING

WE US THEM

Ashwin Kutty

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER



PROGRAM CREATORS



marketing **LOCALIZATION**
brand **AWARENESS**
DIGITAL marketing

t @weustheminc
i @weustheminc
l /company/weusthem



Ashwin Kutty
President & CEO
t @ideolocator
i @ak_ideolocator
l /in/ashwinkutty



marketing LOCALIZATION

- Know your Audience (75% of users prefer to buy products in their native language)
- Where do they live? What channels are they on?
- What content gets their attention?
- Language translation is not enough! Know context.
- What converts? What gets their attention?
- How are they brand loyal? How do they show it?



marketing LOCALIZATION

- Know your Competition
 - How are they keeping your customers attention?
 - What channels do they employ?
 - Who are their customers?
 - Where are they succeeding, where are they not?
 - Why are they able to continue to gain their dollars?
 - How big are they? How do you plan to compete?



brand AWARENESS

- Are your potential clients brand aware?
- Are you speaking to the right customers (B2B vs. B2C vs. C2C, etc.)
- Do you know what your brand stands for? Does it resonate well with your target markets?
- How are customers aware of your brand today? What do you do to create brand loyalty and affinity now?
- How will that translate to new markets? Will it?



brand AWARENESS

- How are your competitors making consumers aware of their brand?
- What do you need to do make your brand present in the marketplace?
- What is unique about your brand?
- How can you find a way to cut through the noise?
- Have you looked into influencers (no they all don't cost as much as you think)!



DIGITAL marketing

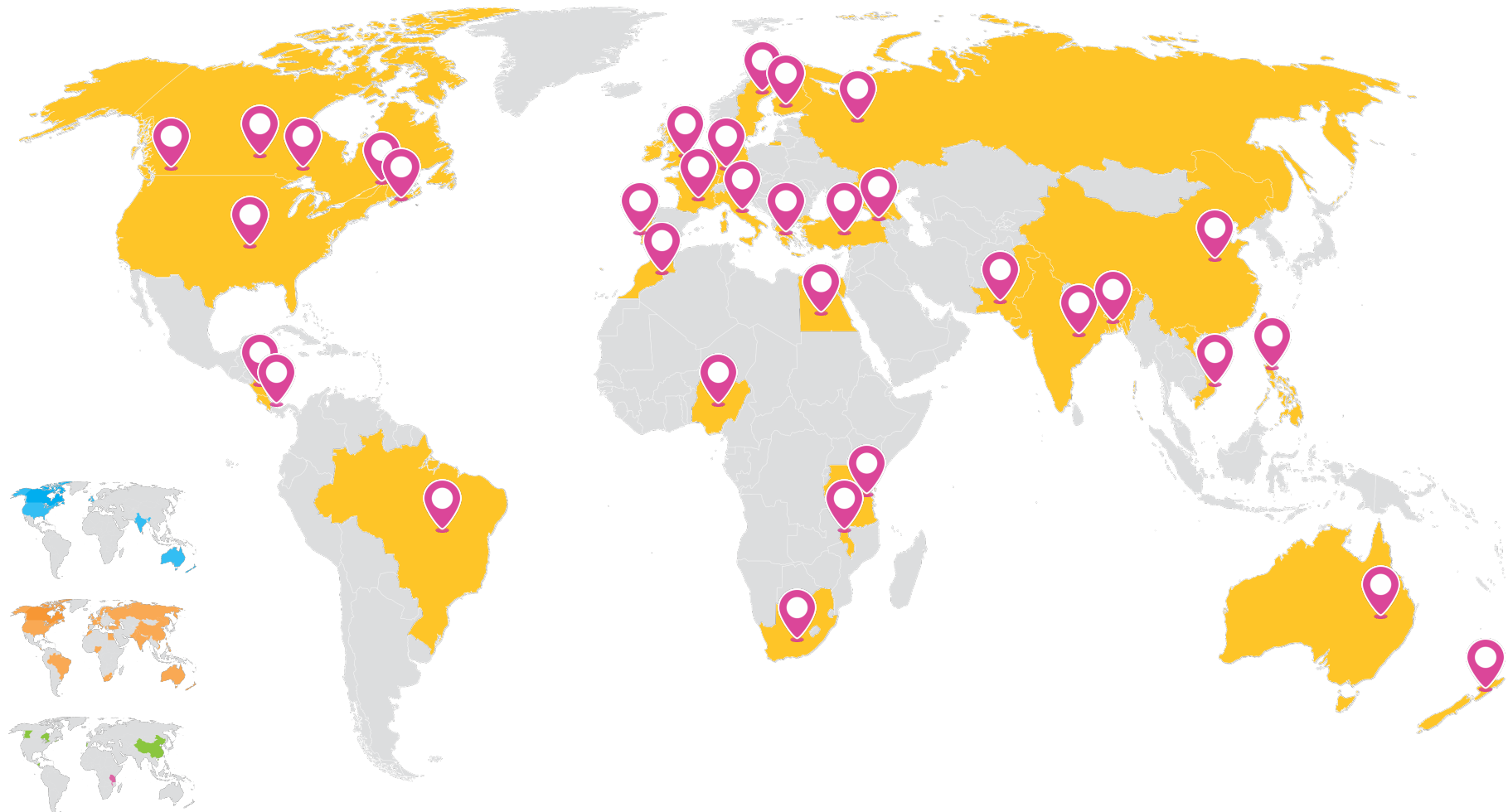
- Do you have a website?
- Does it have basic information about your product, your service and your contact points?
- If consumer oriented, is there an e-commerce mechanism built in?
- Can you ship directly to international clients and transact online?
- Are you on the social platforms that your users frequent? Are they aligned directly for them?
- Do you spend any money on Google AdWords?



DIGITAL marketing

- Google spends extend to Display Marketing. Have you tried that before?
- Don't count out more formal platforms like LinkedIn and Twitter. They have a role to play.
- Different countries have different blogs, magazines, publications, etc. that are of importance to them. Have you done some research to find out where they are?
- Have you looked at traditional marketing?
- Digital Marketing in different countries, mean different things, know your audience once again!





W E • U S • T H E M

got **QUESTIONS?**

t @weustheminc
i @weustheminc
l /company/weusthem



Ashwin Kutty
President & CEO
t @ideolocator
i @ak_ideolocator
l /in/ashwinkutty



TRADE ACCELERATOR PROGRAM

TAP



CANADA'S
TRADE
ACCELERATOR
PROGRAM

Q & A

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



SURVEY – DAY 3

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





EXPORT PLAN FOCUS: Sales and Marketing

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





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**

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS

