

CFAS7.4

Sell products or services in international markets



Overview

This unit covers sales of products or services to international customers and how to manage some of the complexities of trading in international markets.

The unit recognises the need to do a great deal of preparation prior to visiting foreign countries for sales purposes and the need to ensure that there is a clear understanding of issues relating to culture, language, security and acceptable approaches to selling in of different countries. It also covers the need to ensure that you do not inadvertently miss an opportunity because of misreading situations and signals.

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Senior Sales Managers, Sales Managers, Key Customer Managers and Sales Team Leaders

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Performance criteria

You must be able to:

- P1 carry out a detailed analysis of the country that you are visiting
- P2 identify and assess a range of sales prospects to visit whilst in the country to maximise the overall value and outcome of the visit
- P3 ensure that the customer or customer representatives you are arranging to meet are able to make purchasing decisions
- P4 monitor the activities of competitors abroad and the level of business they are believed to achieve
- P5 ensure that you are fully aware of customs and culture in the country you are visiting and plan to demonstrate your knowledge of them in your programme and presentation
- P6 identify potential barriers to closing a sale during your visit
- P7 learn a few words of the customer language to show a willingness to adapt
- P8 demonstrate an awareness of security issues relating to travelling abroad and carry out a risk analysis
- P9 keep the sales message clear, explicit and simple and apply the basic principles of selling which apply all over the world
- P10 establish your customer's needs and motivation and evaluate their current attitude to making a buying decision
- P11 identify opportunities to broaden the scope of the sales, including sale of add-ons, up-selling and cross-selling
- P12 gain commitment from your customer and close the sale

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Knowledge and understanding

You need to know and understand:

- K1 the benefits of trading in international markets
- K2 ways to establish international sales leads including the use of agents, partnerships, trade fairs, exhibitions, conferences and published business opportunities
- K3 sources of information about international markets and the type and quantity of information that your organisation needs
- K4 cultural differences between your own country and other countries
- K5 the different meanings of verbal and non-verbal communications in foreign countries
- K6 cross-selling and up-selling and how to maximise opportunities to grow your business abroad
- K7 face-to-face and telephone sales techniques and how to use them in international markets
- K8 the difference between good and bad customers internationally
- K9 ways to overcome objections and close sales

Sector/industry specific knowledge and understanding

- K10 government regulations and tariffs relating to your sector/industry in other countries
- K11 legal, ethical, social and cultural issues relating to trading internationally
- K12 international business support mechanisms
- K13 competitor activities abroad

Context specific knowledge and understanding

- K14 sales strategy and plans
- K15 policies on selling in international markets
- K16 policies on international travel
- K17 sales-related features of international markets
- K18 any agents or contacts in the country to be visited
- K19 historical information on previous trading in selected countries
- K20 pricing, distribution and promotional arrangements for selling products and services overseas
- K21 who to go to for support relating to international customers
- K22 your level of authority and autonomy in your area of responsibility

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Additional Information

Behaviours

1. you are sensitive to the needs of customers in international markets
2. you adopt customs and cultural practices that are appropriate to the international market in which you operate
3. you are alert to unusual displays of behaviour
4. you strive to overcome barriers to international business
5. you are aware of key cultural features of the country you are visiting
6. you establish trust between yourself and the customer
7. you create a good first impression both personally and of your company
8. you adopt verbal and non-verbal communication styles appropriate to the country
9. you listen carefully to your customer and understand their needs and wants
10. you balance the level of risk involved with the benefits of closing a sale

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7129 Sales related occupations nec

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