
Overview

This standard covers sales of products and/or services to international customers and how to manage some of the complexities of trading in international markets. The standard recognises the need to do a great deal of preparation prior to any overseas contact and the need to ensure that there is a clear understanding of issues relating to culture and acceptable approaches to selling in different countries. It also covers the need to ensure that you do not inadvertently miss an opportunity because of misreading situations and signals. This standard is for sales professionals who sell products and/or services in international markets.

Performance

criteria

- You must be able to:
- P1 carry out a detailed analysis of the target country and market
 - P2 monitor the activities of competitors abroad and assess the level of business they are achieving
 - P3 carry out a risk analysis on conducting business in the target country and identify potential barriers to achieving sales
 - P4 research appropriate customs and culture in the target country and the impact these could have on the sales process
 - P5 identify and assess a range of sales prospects
 - P6 ensure that the contacts within the customer organisation have authority to make purchasing decisions
 - P7 keep the sales message clear, explicit and simple, applying the basic principles of selling
 - P8 establish the customer's needs and motivation and evaluate their current attitude to making a buying decision
 - P9 identify opportunities to broaden the scope of the sales, including sale of add-ons, up-selling and cross-selling
 - P10 gain commitment from the customer and close the sale

Knowledge and understanding**You need to know and understand:**

- K1 government regulations and tariffs relating to the sector/industry in other countries
- K2 legal, ethical, social and cultural issues relating to trading internationally
- K3 international business support mechanisms
- K4 competitor activities abroad
- K5 organisational sales and export strategies and plans and policies on selling in international markets
- K6 pricing, distribution and promotional arrangements for selling products and/or services overseas
- K7 the impact of currency fluctuations
- K8 ways to establish international sales leads
- K9 sources of information about international markets and the type and quantity of information that the organisation needs
- K10 customs and cultural differences between countries and the impact that these can have on the sales process
- K11 the different meanings of verbal and non-verbal communications in other countries
- K12 cross-selling and up-selling and how to maximise opportunities to grow the business abroad
- K13 face-to-face and remote sales techniques and how to use them in international markets
- K14 the difference between good and bad customers internationally
- K15 ways to overcome objections and close sales
- K16 who to go to for support relating to international customers

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