

Prepare To Succeed

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24th September 2010

Masterclass 2010

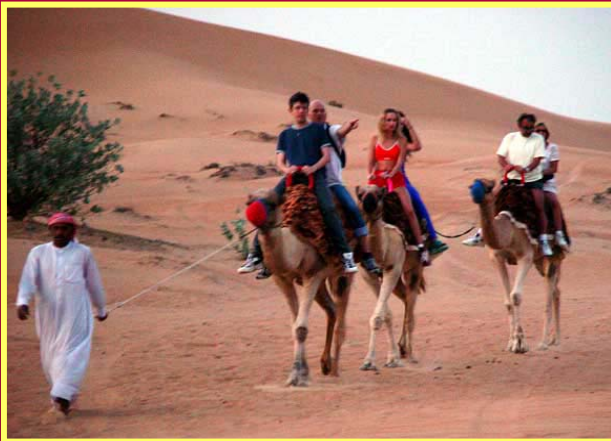
Prepare To Succeed

What you must do before making
your overseas business trip

Prepare To Succeed

- Personal Culture & Etiquette
- Business Culture
- Language
- Logistics
- Commercial
- Sources of Help & Information

How Do I Know ?



Personal Culture & Etiquette

- Religion
- Tradition
- Politics
- Regionality
- Climate
- Timezone
- Pleasantries
- Customs
- Gestures

Business Culture

- Effect upon the 4 Ps of Marketing
- Presentational practices (inc gifts)
- Dress code
- Meeting structure & attendees
- Presentational aids, samples, props
- Importance of trust and “face”

Language

- Interpreters in meetings & on trips
- Translated presentations & hand-outs
- “Magnificent 7” things you must learn :-
 - Hello & Goodbye
 - Please & Thankyou
 - Yes & No
 - Cheers !

Logistics

- International and local travel plans
- Local festivals and events
- Local sources of help and advice
- Documentation (personal & commercial)
- Health precautions
- Currency

Commercial

- Agreed agenda & clear objectives
- Rates of Exchange, Duties, Taxes etc
- Terms of Trade and Terms of Payment
- Local GDP and average wages
- Margin v Mark-Up v Coefficient
- Promotional tools

Sources of Help & Information

- Various websites

Sources of Help & Information

The screenshot shows the Central Intelligence Agency's World Factbook website. At the top left is the CIA logo, and to its right is the text "CENTRAL INTELLIGENCE AGENCY" and "THE WORK OF A NATION. THE CENTER OF INTELLIGENCE." A search bar is located in the top right corner. Below the header is a "Publications" section with a banner for "THE WORLD FACTBOOK". A navigation menu includes "ABOUT", "REFERENCES", "APPENDICES", "FAQs", and "CONTACT". A dropdown menu for "SELECT A COUNTRY OR LOCATION" is visible. Below the navigation is a "WELCOME TO THE WORLD FACTBOOK" message with an RSS feed icon. The main content area features a description of the World Factbook and a world map with the text "SELECT A REGION OR CONTINENT". A "REGIONAL MAPS" section is partially visible at the bottom left. The footer includes a "WHAT'S NEW" section with the date "Monday, September 20".

CENTRAL INTELLIGENCE AGENCY
THE WORK OF A NATION. THE CENTER OF INTELLIGENCE.

Search

Publications

THE WORLD FACTBOOK

--- SELECT A COUNTRY OR LOCATION ---

ABOUT REFERENCES APPENDICES FAQs CONTACT

VIEW TEXT/LOW BANDWIDTH VERSION
DOWNLOAD PUBLICATION

WELCOME TO THE WORLD FACTBOOK RSS

SELECT A REGION OR CONTINENT

The World Factbook provides information on the history, people, government, economy, geography, communications, transportation, military, and transnational issues for 266 world entities. Our Reference tab includes: maps of the major world regions, as well as Flags of the World, a Physical Map of the World, a Political Map of the World, and a Standard Time Zones of the World map.

REGIONAL MAPS

WHAT'S NEW :: Today is: Monday, September 20

Sources of Help & Information




market access database

YOUR GUIDE TO CRACKING WORLD MARKETS

- MARKET ACCESS PARTNERSHIP WEBPAGE ::
- APPLIED TARIFFS DATABASE ::
- EXPORTER'S GUIDE TO IMPORT FORMALITIES ::
- STATISTICAL DATABASE ::
- COMPLAINT REGISTER ::
- TRADE BARRIERS DATABASE ::
- SPS DATABASE ::
- TRADE BARRIERS REGULATION ::
- FREQUENTLY ASKED QUESTIONS ::
- USEFUL LINKS INCLUDING FOR SME --- NEW ::
- USER GUIDE --- NEW ::

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Sources of Help & Information



[Easy Map Software](#) Create Custom Maps Quickly Easily. See
[Map of america](#) Map of america info Browse now at your travel
[OS maps for Land Registry](#) A4 2500/1250/500/200 scale pla




























Yellow Pages

Find businesses in your state

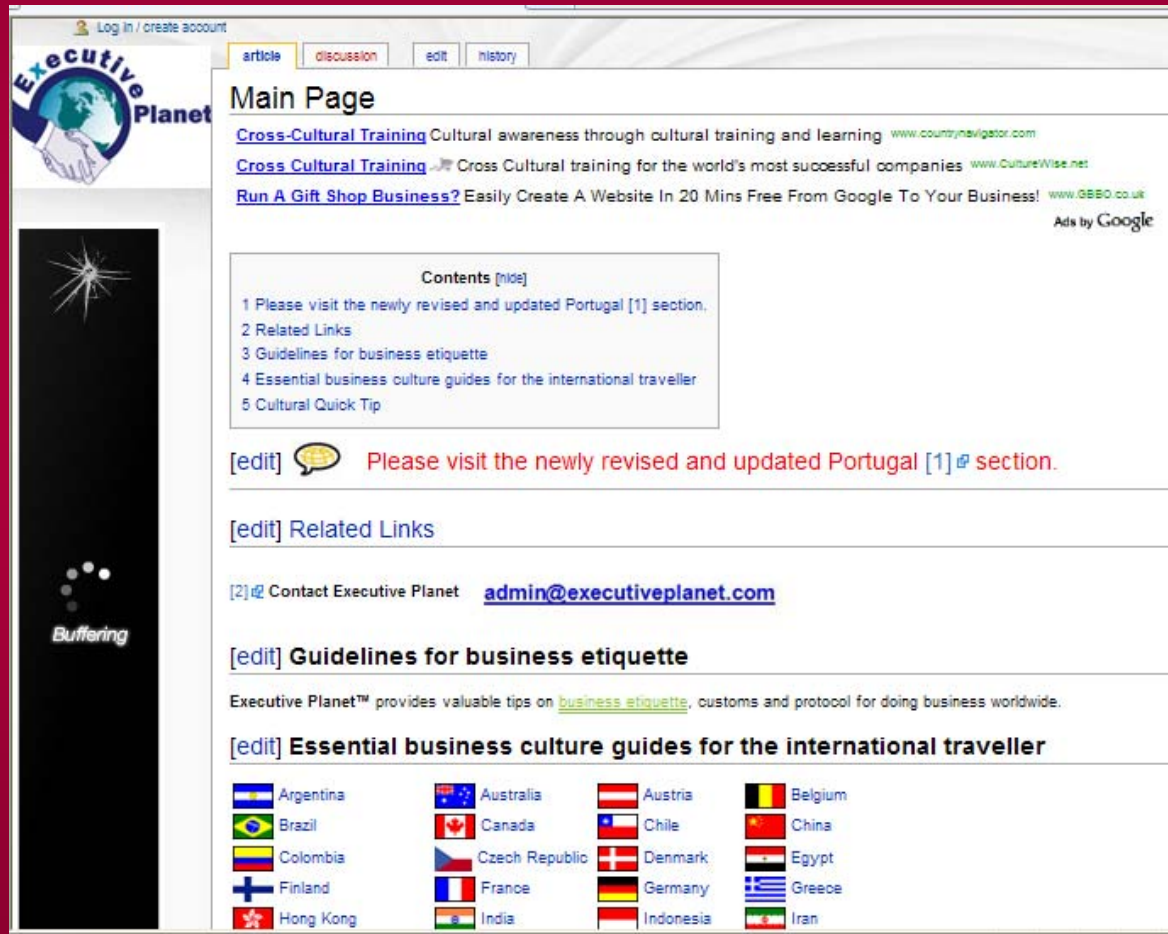
Category: Name:
City: State:

States and Capitals

Place your pointer on a file folder to view a pop up of [state abbreviation](#) and capital city name.
Click on a file folder to reach state's outlined links page.

 Alabama	 Illinois	 Montana	 Rhode Island
 Alaska	 Indiana	 Nebraska	 South Carolina
 Arizona	 Iowa	 Nevada	 South Dakota
 Arkansas	 Kansas	 New Hampshire	 Tennessee
 California	 Kentucky	 New Jersey	 Texas
 Colorado	 Louisiana	 New Mexico	 Utah
 Connecticut	 Maine	 New York	 Vermont
 Delaware	 Maryland	 North Carolina	 Virginia
 Florida	 Massachusetts	 North Dakota	 Washington
 Georgia	 Michigan	 Ohio	 West Virginia

Sources of Help & Information



The screenshot shows the Executive Planet website interface. At the top, there is a navigation bar with 'article', 'discussion', 'edit', and 'history' tabs. The main content area is titled 'Main Page' and features several article links:

- [Cross-Cultural Training](#) Cultural awareness through cultural training and learning www.countrynavigator.com
- [Cross Cultural Training](#) → Cross Cultural training for the world's most successful companies www.CultureWise.net
- [Run A Gift Shop Business?](#) Easily Create A Website In 20 Mins Free From Google To Your Business! www.GBBO.co.uk

Below these links is a 'Contents (hide)' section with a numbered list:

- 1 Please visit the newly revised and updated Portugal [1] section.
- 2 Related Links
- 3 Guidelines for business etiquette
- 4 Essential business culture guides for the international traveller
- 5 Cultural Quick Tip

Each list item has an '[edit]' link and a speech bubble icon. The first item is expanded to show the text: 'Please visit the newly revised and updated Portugal [1] section.' Below this is a 'Related Links' section with an '[edit]' link and a '[2]@' icon. The link is 'Contact Executive Planet' with the email address admin@executiveplanet.com. The next section is 'Guidelines for business etiquette' with an '[edit]' link. The text below reads: 'Executive Planet™ provides valuable tips on [business etiquette](#), customs and protocol for doing business worldwide.' The final section is 'Essential business culture guides for the international traveller' with an '[edit]' link. Below this is a grid of country flags and names:

Argentina	Australia	Austria	Belgium
Brazil	Canada	Chile	China
Colombia	Czech Republic	Denmark	Egypt
Finland	France	Germany	Greece
Hong Kong	India	Indonesia	Iran

Sources of Help & Information

- Various websites
- Foreign & Commonwealth Office
- UK Trade & Investment
- Chambers of Commerce
- Local specialist organisations
- Independent consultants

Prepare To Succeed

- Representing the UK, not just your business
- Difficult to make amends once remote
- Be punctual, polite and professional
- Don't leave anything to chance
- Preparation is key
- Don't just “wing it” !