

# THE ART OF INTERNATIONAL VISITS

HOW TO GET THE MOST OUT OF YOUR TIME VISITING CUSTOMERS IN FOREIGN  
COUNTRIES.

# THINGS TO CONSIDER

- COST OF TRIP
- TIMING OF THE TRIP
- POTENTIAL REWARDS FROM THE TRIP

# COST

- THE COST TO SEND STAFF TO ANOTHER COUNTRY CAN INCLUDE
  - AIRFARE, HOTEL, MEALS, TRANSPORTATION IN COUNTRY, THE COST OF AN INTERPRETER (IF NEEDED), ENTERTAINMENT COST FOR CUSTOMERS, VISA / RECIPROCITY FEES, ETC.



# TIMING OF TRIP

- MAKE SURE YOU ARE SELECTING A TIME THAT ALLOWS YOU THE BEST OF ALL WORLDS .
  - GOOD FOR YOU AND CUSTOMER(S)
  - IF TRAVELING WITH SALES TEAM WHAT WORKS FOR THEM.
  - HOLIDAY'S IN THE COUNTRY YOU ARE VISITING.

# REWARDS FROM THE TRIP

- WHAT DO YOU HOPE TO ACCOMPLISH WITH THE TRIP
  - GREATER INSIGHT OF THE COMPANIES
  - GREATER INSIGHT OF THE COUNTRY
  - GREATER UNDERSTANDING ON HOW TO DETERMINE RISK.
  - GREATER UNDERSTANDING ON HOW TO CONDUCT BUSINESS WITH THE COMPANY AND IN THE COUNTRY.

# PLAN AHEAD

- READ AS MUCH AS YOU CAN ON THE COUNTRY THAT YOU CAN BEFORE YOU GO.
  - FCIB SITE
  - WEB
  - US GOVERNMENT
- KNOW THE REGULATIONS OF THE COUNTRY.
- KNOW THE CUSTOMS OF THE COUNTRY.
- KNOW THE ECONOMIC / POLITICAL CONDITIONS OF THE COUNTRY.
- PLAN AHEAD ON WHAT YOU WANT TO ACCOMPLISH AND WHO YOU WANT TO SEE.



# BE FLEXIBLE

- BUILD FLEXIBILITY AND ALTERNATIVES INTO YOUR SCHEDULE AS MUCH AS POSSIBLE.
- ALLOW FOR
  - TRAVEL DELAYS
  - THE PERSON YOU ARE MEETING WITH NOT BEING ON TIME OR AVAILABLE WHEN YOU MEETING IS SCHEDULED.
  - THINGS TAKING LONGER THAN YOU EXPECTED.

# BE A GOOD GUEST

- REMEMBER YOU ARE NOT ONLY A GUEST AT YOU CUSTOMERS OFFICE, BUT IN THEIR COUNTRY.
- THIS IS USUALLY NOT THE TIME FOR HARD COLLECTIONS, RATHER FACT FINDING AND MUTUAL AGREED UPON OUT COMES.
- BE PREPARED TO BE INVITED FOR A MEAL OR TO INVITE THEM FOR A MEAL. IT IS VERY COMMON.
- SPEND MORE TIME ASKING QUESTIONS AND LISTENING THAN TALKING. YOU WILL GET MORE OF THE INFORMATION THAT YOU WANT.



# AGENDA FOR CUSTOMER VISIT

- TRY TO SEE THE FACULTY
- SPEAK TO AS MANY PEOPLE IN THE COMPANY AS IS APPROPRIATE, BUT DO NOT INSULT YOUR HOST.
- ASK THEM ABOUT WHAT IS DRIVING CHANGES IN THEIR COUNTRY.
- HOW THESE CHANGES WILL EFFECT THEIR BUSINESS.
- ASK YOUR CUSTOMER ABOUT THEIR CUSTOMER AND WHAT EFFECTS THEM.

# WHAT TO EXPECT

- INFORMATION THAT COULD HELP YOUR COMPANY.
- INFORMATION THAT COULD HELP YOUR CREDIT DECISION
- BETTER UNDERSTANDING OF THE NEEDS OF THE CUSTOMER AND THE COUNTRY
- KNOWLEDGE OF DEALING WITH DIFFICULT SITUATIONS THAT COULD OR MIGHT BE CAUSING YOU DIFFICULTY IN THE COUNTRY.

# OTHER PEOPLE TO VISIT

- LOCAL ATTORNEYS
- LOCAL ACCOUNTANTS
- LOCAL REGULATORY AGENCIES
- FREIGHT FORWARDS ETC.
- LOCAL BANKS
- LOCAL COLLECTION AGENCY OR ATTORNEY



# QUESTIONS AND COMMENTS