Kiss, Bow or Shake Hands
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Which cultures are similar to the Canadians?
Recognising the Similarities and Adapting to the Differences
Recognizing the Similarities:

**Australians**
- Language – English
- Democratic Political System
- Currency Based on the Dollar
- Said G’day to the Brits
- Beer is a Meal
- Love Australia (and those that visit!)

**Americans**
- Language – English
- Democratic Political System
- Currency Based on the Dollar
- Said “cyaa” to the Brits
- Beer is a Food Group
- Love America (are there really other countries out there???)
Adapting to the Differences:

**Australians**
- Direct/Friendly
- Laid Back
- Nice is just Nice
- Let’s talk...
- In fact, Yanks talk funny
- “Build it myself? No problem, mate.”

**Americans**
- Reserved
- Rushed
- Perceive Nice as Patronizing
- Let’s get to the point
- Aussies are British right?
- “Please have my assistant ask her assistant to get my latte…”

Things may look similar...but have a very different taste!
Stereotyping

• First step: Get rid of the Baggage
  – There are almost 300,000,000 Americans
    • Speaking 20+ different languages (in addition to American English)
  – Americans are NOT a homogeneous population
    • Assumptions cannot be made about race, creed, color or other orientation
    • Business behaviors are common but not identical across the country
The American Buyer/Distributor

- Overworked
- Bombarded with “new” products
- Feels the immediate pain when economy shifts downward
- Placed in defensive posture towards new product offerings
- Requires enhanced marketing and brand development support from manufacturers
- Takes longer to pay...
- Generally moving to a facilitation role from a pioneering role
**DO**

- **Email**
  - Email (in a methodical way) to help buyers self-select and engage you
  - Always use email to get a meeting; if they do not email you back after a well thought-out email approach, they have SELF SELECTED and it’s time to move on
  - Provide detailed market/consumer data to help educate the prospect
- **When you do connect...** Be very succinct, prompt and always thank your host for their time
  - Schedule a ½ hour (not an hour)
  - Be very up-front with the buyer’s margins and your proposed marketing campaign in support of your product
  - Ask the TOUGH questions; you may not get another chance

**DON’T**

- **COLD CALL**
  - Americans do not like to answer the phone, and you will hear some resentment on the other end as a result
- **Presume that your product is unique**
  - Buyers have seen it all...
  - Even if you have the next “greatest” thing to sell them, they will not believe you (or anyone) until proven otherwise
- **Try and enter into a negotiation in the first conversation**
  - Send an agreement draft after your call for further negotiations
  - Chances are that the buyer is only one of the decision makers and will need a document to pass along...
- **Underestimate the need for a VERY compelling story (told both graphically and verbally)** - Always best presented in the form of a marketing plan!
The Buying vs. Selling Process in the USA

**Selling**
1. Ask Questions
2. Features and Benefits
3. Stalls & Objections
4. Close

**Buying**
1. Non Disclosure
2. Questions and Costs
3. No Commitment
4. Hide
Take Control of the Sales Process

• You are the Captain so... **take the wheel**
• The difference between being viewed as a pesky telemarketer vs. a valued consultant
  – Do you know what the buyer needs? Did you ask?
  – Can you offer a solution to a real problem – not a perceived one?
  – Remember: ACCEPTING YOUR PRODUCT INTO A STORE, CHANNEL OR LIVING ROOM, DOES NOT NECESSARILY SOLVE A PROBLEM – AND IT JUST MIGHT CREATE A FEW...
• Be consultative...“I don’t know if there’s a fit...let’s do some discovery.”
  – Building Rapport - You become a trusted advisor, you get it, they feel confident
• **Note: Building a relationship comes after building a rapport...**
Ask, Listen, Solve  (thank you Commerce Bank)

• Even American Sales People lose sight of the differences between building rapport and building relationships. And they get blown out of the water.

• Good sales people will take the time to discover if there is a fit between their company and their prospects company. If there isn’t a fit, why waste everyone’s time. Walk away. The discovery process is not the time to overcome objections....it’s to decide...is there a fit and are we going forward- does it make sense for BOTH parties?
Walk Before You Run

- Hire a local tour guide
  - Knows the local customs
  - Knows the regional customs
  - Has the right contacts and knows how to get the right answers
  - Make your message solid and consistent