

Alex Viva  
International Business Development

sbtcdc

*The SBTDC is a business advisory service of The North Carolina University System  
operated in partnership with the US Small Business Administration.*

[sbtcdc.org](http://sbtcdc.org) | [info@sbtcdc.org](mailto:info@sbtcdc.org)

# Alex Viva

- International Business Development – SBTDC
- Adjunct Professor – SKEMA (France) B-School
- Certified Global Business Professional
- CGBP Educator and Certified Trainer
- 30+ years experience
- Sales, Marketing, Operations, Finance
- Start ups to F-500 Companies
- Technology, Durable and Consumer Goods, and Services
- MBA-MED IESE Barcelona, Spain



# International Business Defined?

- International business may be defined simply as business transactions that take place across national borders. This broad definition includes the very small firm that exports (or imports) a small quantity to only one country, as well as the very large global firm with integrated operations and strategic alliances around the world.
- International business may conduct its operations with scraps of paper, but the ink it uses is human blood.

[Eric Ambler](#)

# Place yourself in my shoes

1. You need us just as much as we need you
2. Long Distance Relationships are difficult, lets prioritize trying to understand each other.
3. We are operating in a different country/culture, with different regulations, different currencies and different economies. This will not change.
4. Need resources to engage in international business.
5. There is more than one “right” way of doing business internationally.

# Exclusive vs. Non-Exclusive

- **Why we need exclusivity:**
  - Start-up can be expensive
  - Motivation to invest in marketing and inventory
  - Development of the channel
  - Pricing consistency
  - Avoid Channel conflict
  - Learn from Foreign Competition
  - Consistency in Message
  - Inventory



# Products existing and new

- Don't force us to carry all products
  - Market fit
  - Price
  - Culture
  - Not consistent with channel
- Long term notice of new products or changes
  - Update materials
  - Training
  - Inventory
  - Obsolete products exchanged



# Training and Documentation

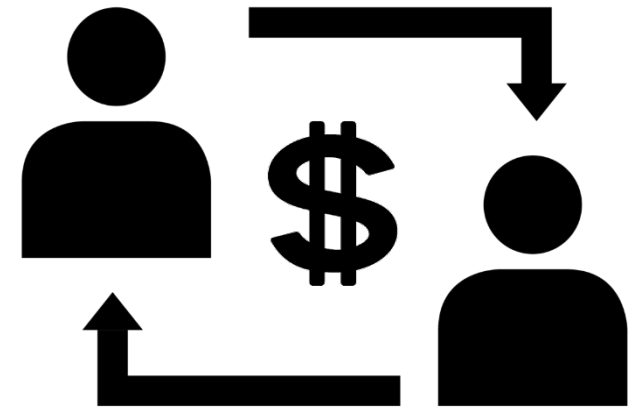
- Impact of international expansion
- Translated material – fit with culture/country
- Invest in our team
- The better we know your products:
  - Satisfied customers
  - Positive reputation
  - More sales





# Pricing – Price changes

- Consistent international pricing
- Not all markets are equal – avoid volume pricing
- Give us best price possible
- Price in local currency?
- Back-end rebates we can live with
- Minimize price changes: costly
  - Change price list
  - Marketing material
  - Competitor response



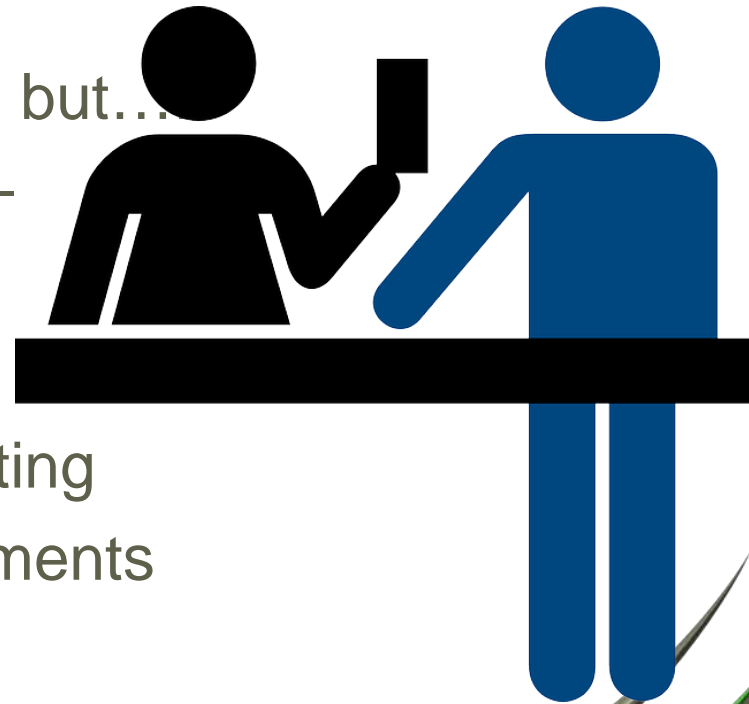
## ...any changes

- Let us know as soon as possible
- No surprises
- Price Protection on current inventory/orders
  - If up, then keep price on backlog – this is our budget
  - If down, then credit for existing unsold inventory



# Payments

- Credit terms:
  - Understand your need for CIA, but...
  - Can purchase more on credit –
    - larger orders
    - better product mix
  - More cash available for marketing
  - Less cost vs. L/C or other payments



# FX

- Foreign competitor in your domestic market
- Loose 3-10% purchasing power
- Consistency, Competitiveness in pricing



# Marketing

- Capacity and Capability to Produce International
- Approvals
- MDF
- Co-op



# Channels

- Respect the channel
- Price appropriately – we all want to make acceptable margins
- Channel conflict avoidance



# Performance

- Realistic – Achievable
- Barriers to entry
- Sales Cycle for start-up
- Response form Competition
- Unforeseen issues



# Rule of Law - Contracts

- Product will be sold in our country with our laws
- Our company is located here...if there is an issue then lets focus on where that issue is located
- We don't know your laws – how are we protected?





# Relationship Building

- Don't push – lets work together – 2-way street
- Minimize the hoops/hurdles
- Let me know well in advance if something will change
- I know what is best in our market and will advise you
- Sometimes things don't go perfectly
- Sometimes things go better than expected
- Contracts: Guidelines vs. Rules
  - Gather dust vs. wearing out
- Mutually beneficial relationship



# Questions/Discussion

Alex Viva

International Business Development

[aviva@sbtcd.org](mailto:aviva@sbtcd.org)

[www.sbtcd.org](http://www.sbtcd.org)

sbtcd