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HOW WILL YOU WIN IN BRICS?

WHY?

- ✗ Why Brazil?
- ✗ Why Russia?
- ✗ Why anywhere?

- ✗ Build it and they will come doesn't work

CULTURE

- ✗ Good manners (the Irish are good at this)
- ✗ Punctuality (but not good at this)
- ✗ Watch your speed and accent when communicating
- ✗ DUA (Don't use acronyms)
- ✗ Avoid culture bound references
- ✗ Be cautious with humour

LOCAL TABOOS

✗ Brazil

- + Making a fist with one hand and slapping the top of it with the other once or twice

✗ Russia

- + Avoid shaking hands or giving things across the threshold of an office

LOCAL TABOOS

✗ India

- + Winking or whistling should be avoided

✗ China

- + Avoid sticking your chopsticks upright in a bowl of rice

CLEAR & CONCISE

- ✗ The Lord's Prayer is 66 words
- ✗ The Gettysburg Address is 286 words
- ✗ There are 1,322 words in the US Declaration of Independence
- ✗ But the US Government regulations for the sales of cabbage total is 26,911 words
- ✗ **This is not about fancy documents**

THE BASICS

- ✗ Who exactly are you?
- ✗ What message are you portraying?
- ✗ Can you deliver?

- ✗ Clearly identify your **Sweet Spot**

ASK YOURSELF

- ✗ Who is your ideal customer?
- ✗ What value do you offer?
- ✗ What size is the market opportunity?
- ✗ How are you different?
- ✗ Describe your offering

ADDRESSABLE MARKET

- ✗ Strictly focus on your addressable market
- ✗ $AM€ = N \times V€ \times C\%$
 - + N = No of customers that meet your “ideal customer” criteria
 - + V = Average Value per sale
 - + C = % of Customers likely to buy

HIGH LEVEL DESCRIPTION

- ✗ In 25 words or less, what is your target market?
- ✗ And what your company can do for that target customer
- ✗ What is the critical problem (or benefit)?
- ✗ Include **Emotion**. How does your target market “feel” about this critical problem?
- ✗ What are the results your customer can expect?

TARGET CUSTOMER / BUYER PROFILE

- ✖ What is the profile of your IDEAL customer?
- ✖ Within the target company, what is the profile of the key buyer?
- ✖ What influences them?
- ✖ Most important:
Value is through THEIR eyes not yours

CUSTOMER PAIN

- ✖ What is the compelling reason for the target customer to buy your service or product?
- ✖ Describe his business problem (or pain)

BENEFIT STATEMENT (PRODUCT VALUE)

- ✗ What benefits and **measurable** results do you promise to deliver

DIFFERENTIATION

- ✗ What makes you different?
- ✗ Why should a customer decide to do business with you rather than your competitor?

DELIVERY MECHANISM

- ✖ How will you deliver your product or service to the customer?
- ✖ What route to market have you chosen?
 - + Channel partners
 - + Local office set up
 - + Cloud platform

THE PROCESS

- ✖ Ask for the sale
- ✖ Confirm the next step
- ✖ Out-perform expectations
- ✖ Build-in a safety margin

LANGUAGE USE

✕ Greeting rituals

- + National cultural differences
- + Gender differences
- + Length & content

✕ Don't be a fluent fool

- + Language always occurs in social context
- + Opt for cultural knowledge rather than linguistic ability
- + Use bicultural interpreters with content expertise

THE WORLD'S LEADING INTERACTIVE MIRROR

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