



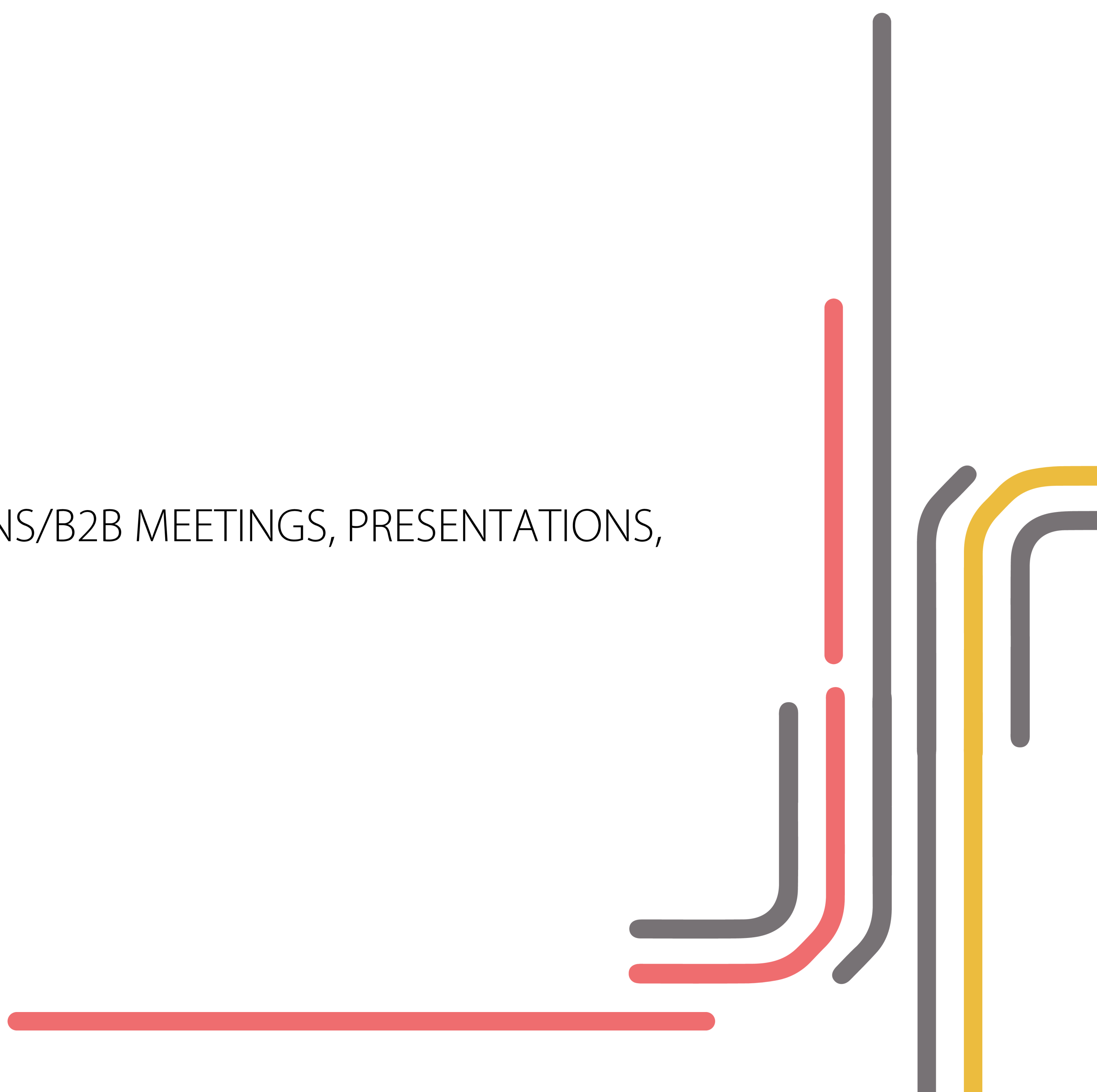
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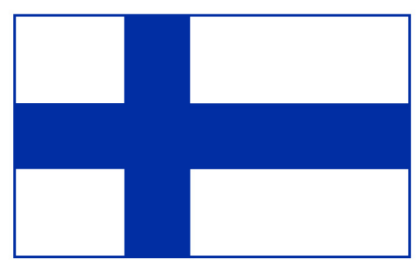
# GUIDE

## TO CONDUCTING BUSINESS NEGOTIATIONS

OF PARTICIPANTS OF EXHIBITIONS/B2B MEETINGS, PRESENTATIONS,  
INTERNATIONAL NEGOTIATIONS







**SUOMI  
FINLAND**



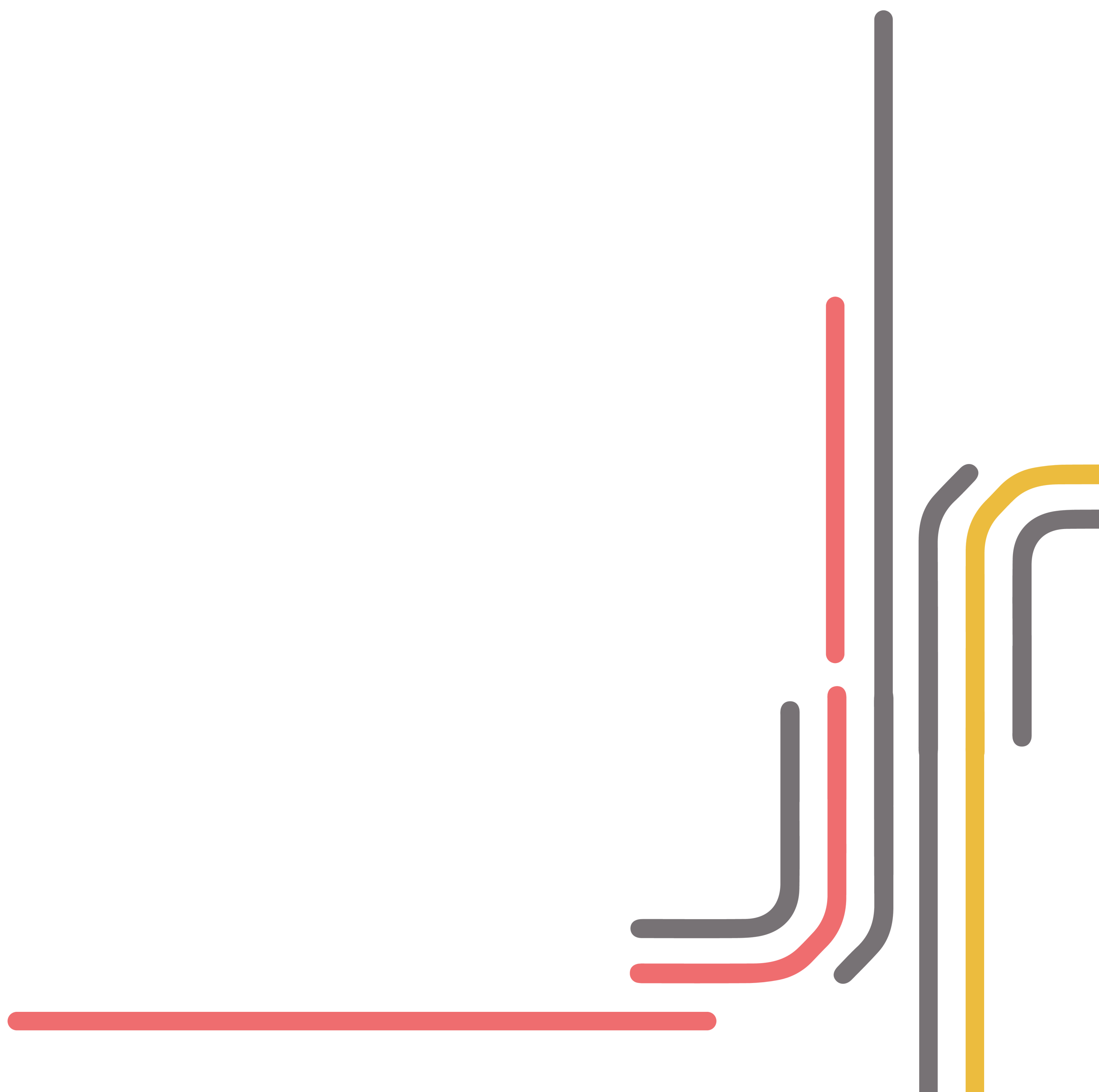
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# CONTENT

## **1. Introduction**

## **2. Preparation for negotiations and participation in exhibitions**

- [2.1 Analyze markets and target partners](#)
- [2.2 Create presentation materials](#)
- [2.3 Prepare samples](#)
- [2.4 Formulate a Unique Sales Offer \(USP\)](#)
- [2.5 Assign responsibilities and roles](#)
- [2.6 Test your presentation in advance](#)
- [2.7 Assemble the export case](#)
- [2.8 Check your legal and logistical readiness](#)
- [2.9 Prepare an exhibition and negotiation plan](#)
- [2.10 Perform final quality control](#)

## **3. Organization of participation in international events**

- [3.1 Choose the right event](#)
- [3.2 Register and confirm your participation](#)
- [3.3 Prepare the exhibition](#)
- [3.4 Make appointments before the event](#)
- [3.5 Work effectively on the stand](#)
- [3.6 Arrange everything for prompt delivery](#)
- [3.7 Organize a follow-up within 48 hours](#)
- [3.8 Summarize](#)

## **4. Structure of business negotiations**

- [4.1 Before negotiations](#)
- [4.2 During negotiations](#)
- [4.3 After negotiations](#)
- [Final recommendations](#)

## **5. Features by sector**

- [5.1 Agricultural products](#)
- [5.2 Honey](#)
- [5.3 Clothing](#)
- [5.4 Tourism](#)
- [5.5 IT services](#)

## **6. Cross-cultural aspects of negotiations**

- [6.1 Why it matters](#)
- [6.2 Approaches to crop classification](#)
- [6.3 Typical features of cultural styles](#)
- [6.4 What to do before negotiations](#)
- [6.5 Conduct during negotiations](#)
- [6.6 Working with a translator](#)
- [6.7 After negotiations](#)
- [6.8 How to train a team](#)

## **7. Practical tools**

- [7.1 Contact and negotiation accounting tables](#)
- [7.2 Email templates](#)
- [7.3 CRM system](#)
- [7.4 Preparation checklists](#)
- [7.5 Catalogs, one-pager, and presentations](#)
- [7.6 Minutes of negotiations](#)
- [7.7 Unified database of export documents](#)
- [7.8 Online communication tools](#)
- [7.9 Schedule of work with a partner](#)

## **8. Common mistakes and tips**

- [8.1 Errors](#)
- [8.2 Tips](#)

## **9. Appendices**

- [9.1 One-pager template \(one-page company presentation\)](#)
- [9.2 Sample product catalog](#)
- [9.3 Negotiation preparation checklist](#)
- [9.4 Post-negotiation email template](#)
- [9.5 Partner accounting table \(example\)](#)
- [9.6 List of useful online resources](#)
- [9.7 Minimum set list for the exhibition](#)
- [9.8 Recommended presentation structure](#)

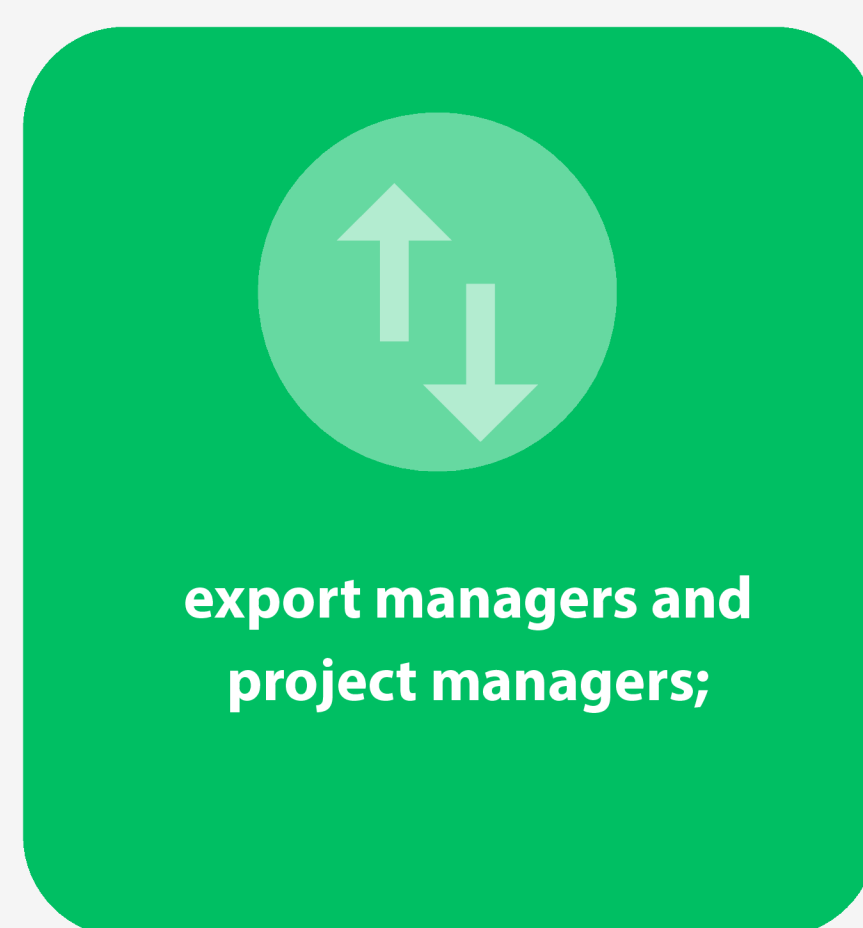


# INTRODUCTION

**Business negotiations are one of the key tools for establishing and developing international partnerships, especially in the context of foreign economic activity. For Kyrgyz companies entering export markets, competent negotiation determines not only the success of a particular transaction, but also the reputation of the business as a whole.**

This guide is designed to provide a systematic approach to preparing, conducting, and completing business negotiations. It reflects both universal standards of business communication, as well as regional and cultural peculiarities that a company may encounter when interacting with international partners.

**This document is intended primarily for:**



The guide will also be useful for organizations planning to expand their activities to international markets, participants of business missions, industry exhibitions, as well as public and private entities involved in export support.

This section is based on the principles of practicality, adaptability, and step-by-step application. It includes algorithms for actions, structures, typical errors, as well as accents related to cross-cultural and negotiation specifics. The emphasis is not on academic theory, but on preparing the reader for specific situations:

- negotiations with potential foreign buyers;
- dialogue with representatives of logistics and trading companies;
- discuss terms of cooperation with investors, distributors, and agents.

In the face of growing competition and the need to adapt quickly to different markets, a systematic approach to negotiations becomes a strategic asset of the company. That is why the development, implementation and use of such a tool within the organization will help build sustainable relationships and minimize the risks of contract failures or misunderstandings.

**When preparing the section, international experience, examples of successful cases and real challenges faced by Kyrgyz companies in the foreign market were taken into account. It is recommended that you use this guide as an internal working document of the company, rather than as a one-time job: at the stage of preparation for negotiations, as a training module, as well as for analyzing the results and feedback after meetings.**



## 2. PREPARATION FOR NEGOTIATIONS AND PARTICIPATION IN EXHIBITIONS

Participation in international negotiations and exhibitions requires not only physical presence, but also deep preparation. If you export, it means that you represent not just the company, but the country, region, and entire production culture behind your product. Approach preparation as a strategic process that lays the foundation for trust and future contracts.

### 2.1 Analyze markets and target partners

Don't start communicating until you've done your analysis. You need to understand who your potential client is, what country they are in, what is important to them, and what their needs and pains are.

#### Do the following:

- Study the trading statistics. Use resources like Trade Map ([trademap.org](https://trademap.org)), Market Access Map ([macmap.org](https://macmap.org)), as well as data from national trade authorities.
- Choose 2-3 countries with the greatest potential. Focus on those that already have a demand for similar products.
- Find key market players: distributors, buyers, retailers, HoReCa representatives, importers.
- Collect information about 10-15 potential partners: company names, websites, addresses, contact names, phone numbers, communication language, key products, and information about exhibition activity.
- Enter all the data in the spreadsheet. Specify the priority, current status, and expected actions.

### 2.2 Create presentation materials

Your content is the first thing a potential partner sees. Make them speak for you.

#### Be sure to prepare:

##### One-pager

A one-page document with brief information about the company and its products. It must contain a logo, key benefits, contacts, and a QR code for the website or catalog. Language — English and, if necessary, the language of the market.



##### Product catalog

A visually designed document with a description of all product lines, packages, logistics conditions, available certificates, and contact information. Add a section with the most frequently asked questions.



##### Presentation

Structure it into 5-7 slides: who you are, what you offer, what are your competitive advantages, and what are the benefits for your partner. Keep in mind the visual culture of the countries you plan to export to.



##### Price list

Present it in several formats: by category, by package, and by volume. Please specify: currency (USD / EUR), Incoterms (FOB, CIF, DDP), minimum order volumes, possible discounts.



#### Make sure that:

- All materials are translated professionally, not through machine translation.
- The design corresponds to modern export practices: concise, clean, without unnecessary details.
- The product packaging visually matches what is in the catalogues.



## 2.3 Prepare samples

A sample is proof that you are real, reliable, and able to keep your promises. Without a sample, it is impossible to evaluate the packaging, taste, smell, texture, tailoring quality, fabric density, product interface, and so on.



## 2.4 Formulate a Unique Sales Offer (USP)

You are not the only supplier. Your potential partners communicate with dozens of companies. Make them remember you.

### To make this happen:

- **Formulate 1-2 clear phrases that will form the basis of your positioning. For example:**
  - "We supply organic honey from high-altitude pastures of Kyrgyzstan with the possibility of labeling under the partner's brand";
  - "We supply women's clothing in small wholesale quantities with individual size gradation according to European standards."
- **Don't use abstractions like "unique product" or "best quality" - replace them with specifics:**
  - "Tests for a diastasis number above 25";
  - "CIF delivery to the port of Rotterdam in 18 days";
  - "Delivery in boxes of 25 pieces, adapted to the conditions of online retail".
- **Check out:**
  - Is your USP clear?
  - Is it supported by documents or facts?
  - Is it easily visualized?

## 2.5 Assign responsibilities and roles

Negotiations and exhibitions are a team effort. Even if you are traveling alone, you should have a clear plan of action. If you are traveling as part of a delegation, all the more so.

### Assign responsibilities to:

- Who speaks to the client (main speaker);
- Who demonstrates the product or interface.
- Who keeps track of time and records agreements.
- Who is responsible for follow-up (sending emails, samples, etc.).

### Appoint a coordinator who will be responsible for:

- registration for the event;
- getting badges and preparing the stand;
- logistics of samples and materials;
- distribution of appointments in the calendar.



## 2.6 | Test your presentation in advance

**Before your trip or meeting, make 2-3 test presentations:**

- in front of your colleagues.
- before consultants or export experts;
- in front of a "random" audience (for example, from another industry).

**Check out:**

- Do they understand you?
- What questions are asked?
- Which part is most interesting?

Record yourself on a video and watch it. You'll see where you lose your focus, where you speak too fast, and where there's no clear call to action.

## 2.7 | Build an export case

**Companies that export systematically always have a set of cases. Even if you are just starting out, collect a small export dossier:**

**What to enable:**

- Product origin history.
- Region of production and unique characteristics of the area.
- Customer reviews, even local ones.
- Publications in the media, participation in competitions or received awards;
- Photos/videos of the production or packaging process.



**Tip:**  
Include a case study in each presentation. Even if it's brief, it adds credibility.

## 2.8 | Check your legal and logistical readiness

**Very often, after negotiations, the buyer says: "Send the contract." And that's when the company gets lost.**

**Do this in advance:**

- Prepare an export contract template in English with legal support.
- Make a list of all required export documents by country.
- Check how and through which companies you can ship products — who will be your logistician or freight forwarder.
- Calculate the cost of delivery for key destinations.
- Check out the requirements for packaging, labeling, and import clearance in the destination country.

## 2.9 | Prepare an exhibition and negotiation plan

**Do not come "at random". A clear plan is your defense against chaos and loss of contacts.**

**Include in your plan:**

- list of meetings and contacts (before the event).
- schedule for each day (meetings, stands, breaks);
- checklist of materials and samples.
- plan of the stand and product placement;
- responsible for each function.



**Tip:**

Print this plan and attach it to the materials folder. Also save a copy to your phone

## 2.10 | Perform final quality control

**Make a readiness audit 3-5 days before the event:**

- Check your printed materials, business cards, banners, and videos.
- Make sure that the samples are packed and shipped (or ready for shipment).
- Confirm all meetings and contacts of participants.
- Check whether your phone has a SIM card or roaming, instant messengers, and mail.
- Make a list "in case of force majeure": contacts of the consulate, insurance company, logistician, translator.

Preparation is 80% of success. Without it, you are just a tourist at the exhibition. With it — you are a potential export partner. Use this section as a step-by-step checklist before each event or negotiation. Update your documents, improve your visual, and refine your goals. And most importantly, approach each event as an opportunity to build an export story from scratch and for years to come.



## 3. ORGANIZATION OF PARTICIPATION IN INTERNATIONAL EVENTS

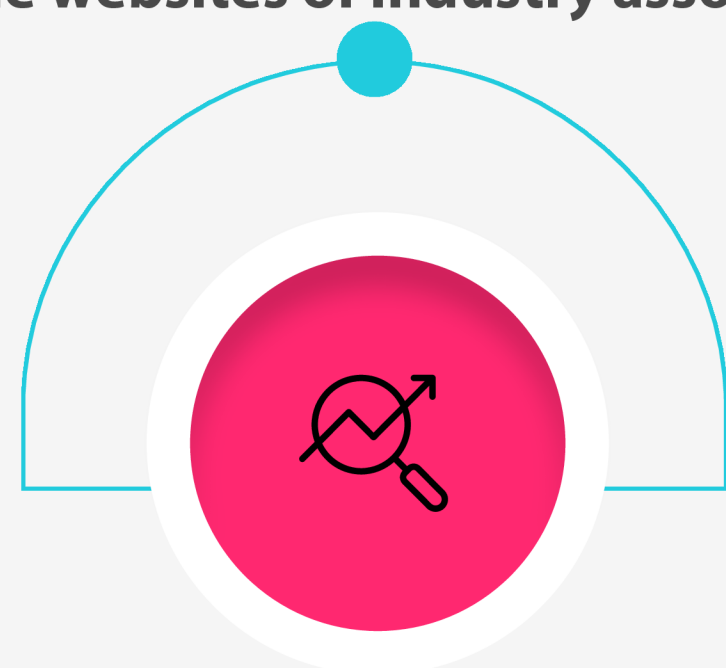
Participation in international exhibitions and business missions is not just a way to show your product, it is an opportunity to enter a new market, get a direct response from potential customers, gather contacts and conclude real export deals. Approach the event as a project: with clear tasks, deadlines, roles, and resources. Below is a step-by-step algorithm for preparing, participating and completing an international event, adapted for export-oriented companies from Kyrgyzstan.

### 3.1 | Choose the right event

Don't participate "just for show". Choose trade shows and forums that match your industry, products, and target markets.

#### Do the following:

Check out the exhibition catalogues on the following resources: [expodatabase.de](http://expodatabase.de), [10times.com](http://10times.com) as well as on the websites of industry associations.



Find out if your target audience is among the visitors: buyers, distributors, and retail representatives.



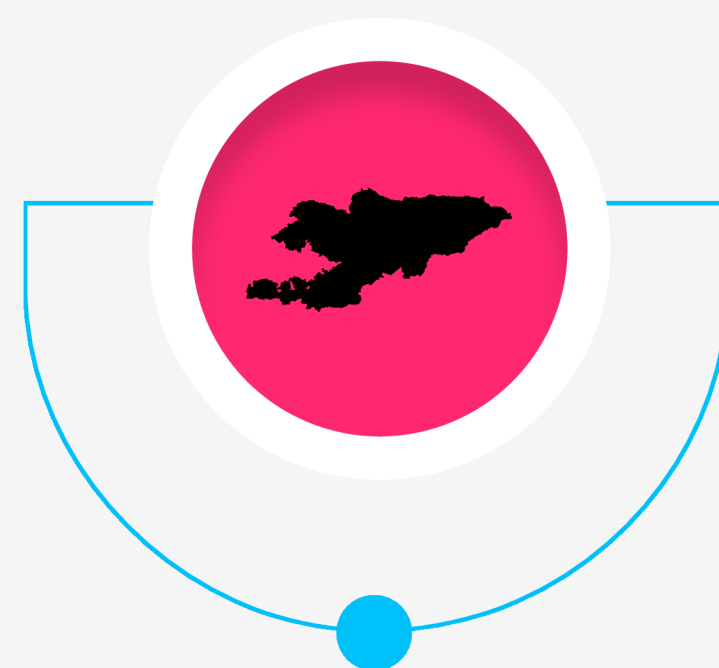
Agree on dates, budgets, and team composition.



**Проанализируйте:**  
Analyze: who is participating, how many visitors, geography, and which companies are represented.



Check if there is a national stand (Kyrgyzstan, Central Asia, EAEU) — participation in the stand can reduce costs.



**Tip:**

Focus on 1-2 events a year, but prepare for them thoroughly.

### 3.2 | Register and confirm your participation

**Once you have selected an exhibition, proceed to registration. It is important to do this in advance: 2-3 months before the event.**

#### Don't forget to:

- Register your participation via the organizer's official website or through the Chamber of Commerce and Industry.
- Confirm participation and payment.
- Get a login/password to the participants' system.
- Fill out an online profile: company name, description, logo, photos.
- Add key products and links to your website, catalog, or video.
- Order a stand or confirm your participation in the collective exhibition.

**Timely registration increases the chance to get into official catalogs and appointments before the exhibition.**



### 3.3 | Prepare an exhibition

**Your stand is your showcase. It is used to judge who you are, how serious you are, and whether you can be trusted.**

**Be sure to provide:**

- Banner with a logo, short description, and slogan.
- Branded catalogs, brochures, and flyers-in English.
- Product demonstration: real samples, packaging, test copies;
- Availability of business cards (double-sided: EN/RU);
- QR code for a website, video, catalog, or presentation.
- A video presentation or slideshow (on a tablet or screen).
- Work area: table, chairs, folders with documents.

**Additional information:**

- Distribute materials with a focus on your USP.
- Use the same style in the entire visualization-from the business card to the banner.
- Pack each sample carefully-this is visual proof of quality.

### 3.4 | Make appointments before the event **съгласувайте срещи до мероприятия**

**At exhibitions, the main thing is not just to stand at the stand, but to conduct purposeful negotiations. Make appointments in advance.**

**What you need to do:**

- Get or request a list of registered participants.
- Select 15-20 companies that match your profile.
- Write a short email with a meeting offer. Attach a one-pager, product photo, and website link.
- Specify which booth you will be at or where you can meet.
- Create a meeting schedule (in Google Calendar or Excel).
- Please confirm by email 1-2 days before the exhibition.



**Tip:**

The goal is to hold at least 8-10 negotiations in 3 days of the exhibition

### 3.5 | Work effectively on the stand

**Every minute is important at the stand. You should be prepared for the fact that interest may be shown at any time.**

**During the exhibition:**

- Greet each visitor openly and in a friendly manner.
- Determine your interest immediately: "Are you looking for a supplier? What product are you interested in?"
- Briefly (up to 60 seconds) tell us about the company and its advantages.
- Show your products, packaging, and samples.
- Write down your contacts: business card + completed interest card.
- Make sure to record what exactly the partner was interested in and what the next step should be (price list, sample, Zoom meeting).
- At the end of each day, organize the data: scan the business cards, enter the information in the table.



### 3.6 | Arrange everything for prompt delivery

You may receive a request at the event: "Send a sample" or "Send an offer today". Prepare in advance.

#### What you should have with you:

- Electronic and printed price list with different Incoterms;
- A presentation in PDF format and on a flash drive.
- Contract in English (template).
- Checklist of documents to be exported.
- Willingness to quickly send a sample (via courier, express delivery).
- Ready-made email templates for follow-up;
- A device with Internet, email access, and Google Drive.

### 3.7 | Organize a follow-up within 48 hours

Contacts from the exhibition should be processed immediately. After 5 days, it will be too late: you will be forgotten, your email will be lost among others.

#### Do the following:



### 3.8 | Take stock

At the end of the event, perform an analysis of:

- How many contacts have you collected?
- How many negotiations were held?
- How many companies are interested?
- How many follow-up responses were sent and received?
- What worked best: what materials, what delivery, what packaging?
- What should I change next time?

Create a report and send it to the team members. Discuss the findings together and prepare an action plan for the next month.



An international event is not a goal, but a tool. Your success depends on preparation, activity, quality of communication, and speed of feedback. Use each exhibition as an opportunity to build strong relationships and strengthen your company's export potential.

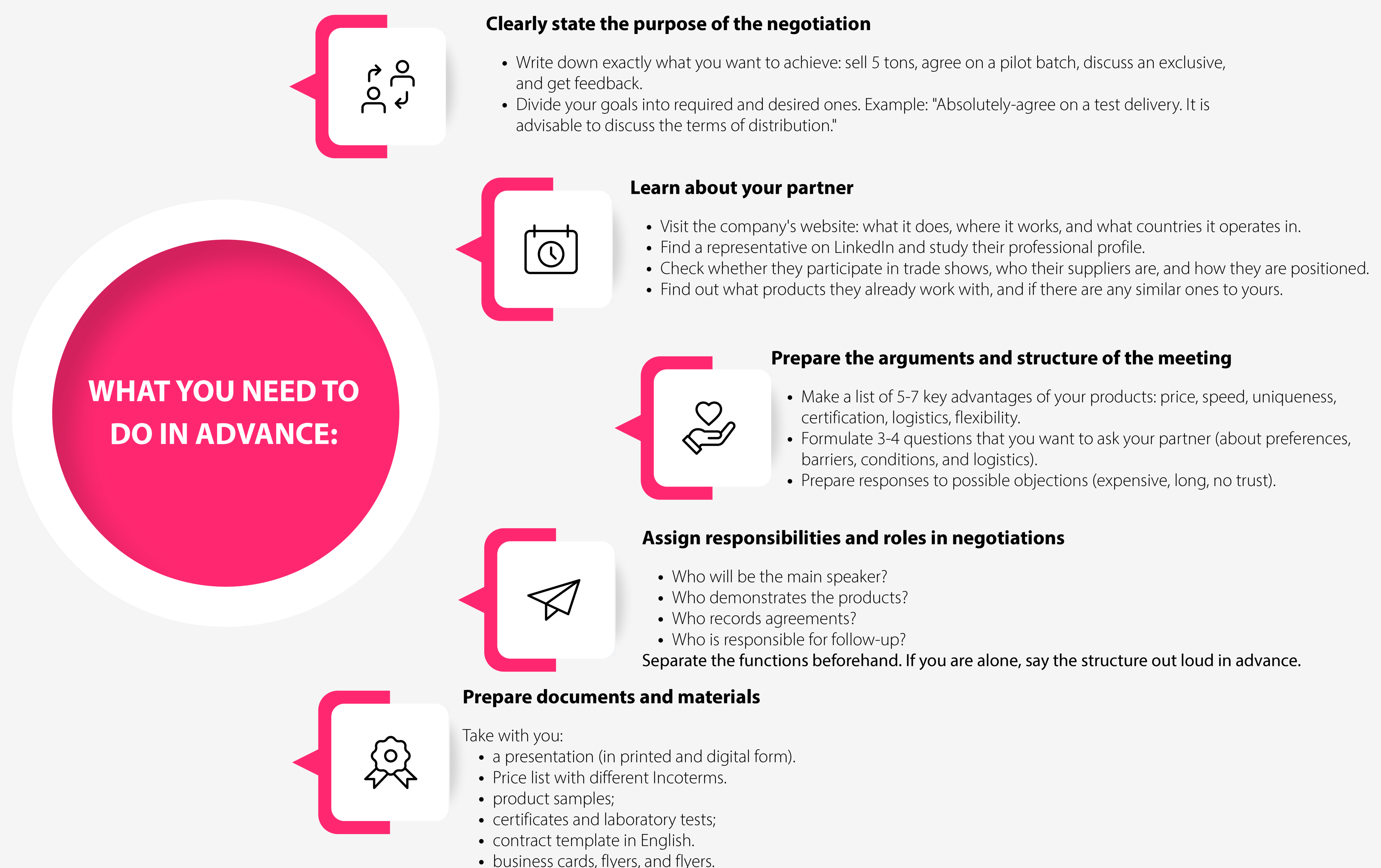


## 4. STRUCTURE OF BUSINESS NEGOTIATIONS

Negotiations are a strategic tool. In international trade, they become not just an exchange of information, but an arena where trust is built, reputation is formed, and key decisions are made that affect the entire export cycle. Approach business negotiations as a managed process. Divide them into three stages: before, during, and after. This will allow you to build a system that the entire team can use.

### 4.1 | Before negotiations

Successful conversations start long before the first handshake or video call. Your task is to approach the meeting fully prepared. The better prepared you are, the better chance you have of making a deal on your terms.



**Tip:**

Do an internal rehearsal of the meeting. Let someone from the team play "partner". This will reveal weaknesses.

### 4.2 | During negotiations

The purpose of the meeting is not only to present the product, but also to build a contact. Try not to sell, but to solve the partner's problem.

#### STEP 1

##### Establish a contact

- Start with a greeting and a light small talk — ask about your trip, your impressions of the exhibition, and the weather.
- Suggest the agenda of the meeting: "Today I propose to discuss the product, terms of delivery and possible volumes."





### STEP 3

#### Find out your partner's needs

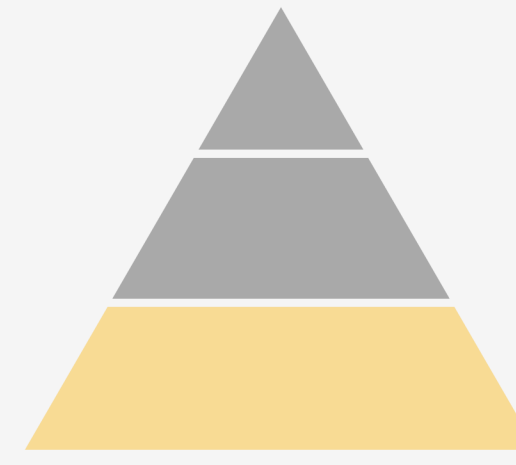
- Ask questions: "What is critical for you when choosing a supplier?", "What countries do you work with?"
- Listen carefully. Reformulate it to show that you understand: "Do I understand correctly that short delivery time and volume stability are important to you?"



### STEP 2

#### Present your company and product

- Speak briefly and to the point. Use a template: who are you → what do you produce → who do you sell → what is your strength?
- Show the USP. Show us a sample. Tell us how the products are used and what the conditions are.
- Specify the following parameters: prices, volumes, MOQ, logistics.



### STEP 4

#### Discuss the terms of cooperation

- Submit the price list, specify payment terms, volumes, and terms.
- Specify what documents they need: certificates, certificate of origin, contracts, packaging and labeling.
- Flexibly adapt the offer to your request. If a partner asks for a white label, show them how you do it.



### STEP 5

#### Process objections

- First, clarify the point: "You say it's expensive — what are you comparing it to?"
- Please explain: "Our price includes DDP certification, packaging and delivery. This is the final price without additional costs."
- Suggest a compromise: "We can start with a test batch with a minimum volume".



### STEP 6

#### Capture the results of the meeting

- Briefly repeat: "To sum up: you are interested in two positions, with delivery in June, at a CIF price of Istanbul \$4.70 / kg. We will send samples and a draft contract by Friday."
- Specify your contact: email, WhatsApp, or the platform you will be communicating on.



### STEP 7

#### Complete the meeting correctly

- Thank you for your time: "Thank you for your interest in our product, we will be happy to cooperate."
- Do not delay, do not return to the past, do not impose. Confidence is a sign of a mature partner.



**Tip:** If the meeting is held online, keep track of the time, show the screen, and send materials as the conversation progresses.

## 4.3 | After negotiations

Your task is not only to leave a good impression, but also to translate interest into a contract.

### Send a follow-up within 24-48 hours

- The email must include:
  - thank you for the meeting.
  - brief summary of agreements;
  - price list, catalog, and product photos.
  - suggestions for the next step (Zoom, Samples, Meeting).

### Sample email:

- *Dear Mr. Ahmed, Thank you for taking the time to meet during Gulfood 2025. As discussed, please find attached our product catalog and CIF price list for Dubai. We will send samples this week. We look forward to your feedback*



## Update your CRM or contact table

- Specify:
  - date of the meeting.
  - name and company.
  - interest;
  - promised actions.
  - status (waiting for a response, sample sent, call required, etc.).

## Start the logistics of the next step

- If you have agreed on samples, prepare them, pack them, and send them with tracking.
- Specify who gets it, where, when, and whether customs clearance is required.
- Send a checklist to your partner: what was sent, how to use it, and what documents are attached.

## Check the status in 5-7 days

- Remind them: "Good afternoon! Can you tell me if the samples were received? We are ready to discuss the terms of shipment."
- If the partner is silent, make one correct reminder.
- If the partner is not interested, please specify why. This will help you improve.

## Have an internal meeting

- What was successful?
- Where were the difficulties?
- What questions did the partner ask?
- What needs to be improved: materials, packaging, logistics, presentation?



### Tip:

Create a template for the negotiation report. Let each manager fill it out after the meeting. This will improve teamwork and allow you to analyze the effectiveness of negotiations.

## Final recommendations

### Make preparation a mandatory part of the process.

Each employee participating in the negotiations must be pre-briefed and have access to templates and materials.

### Standardize your approach.

Create an internal checklist for each meeting. This will save you time and ensure consistent quality.



### Invest in your presentation.

The appearance of materials, packaging, and how you talk about a product are just as important as the product itself.



### Record everything.

Don't rely on memory. Each contact must be entered in the database and have a status.



### Work for long-term cooperation.

Don't set a "sell once" goal. Set a goal — to create a reliable, sustainable partnership.



Negotiations are not a show or an argument. This is a joint search for a profitable solution. When you approach it as a process, with respect, knowledge, and confidence, the result will be appropriate. Build a negotiation system in your company — and export will become a regular flow, not a one-time achievement.



## 5. FEATURES BY SECTOR

The approach to negotiating, presenting products and building an export strategy should take into account the specifics of the industry. The same presentation, packaging, or argumentation format can work effectively in one area and be unconvincing in another. In this section, identify the features that need to be taken into account when working in five key export sectors of Kyrgyzstan.

### 5.1 | Agricultural products

The export of fruits, nuts, dried vegetables, cereals and other agricultural products requires strict compliance with quality standards, transparent logistics and clear positioning of origin.

#### What is important to prepare:

- Provide certificates of origin, phytosanitary documents, and laboratory tests.
- Determine the gradation by caliber, humidity, and packaging.
- Specify the minimum order quantity (MOQ) and transportation conditions.
- Indicate the time of product availability (due to seasonality).
- Suggest options for bulk deliveries and processed products.



#### Tip:

Focus on environmental friendliness, manual harvesting, regional heights, and soil cleanliness.

### 5.2 | Honey

Kyrgyzstan is known for its mountain honey. This is a product with high added value, but requires quality assurance.

#### Required elements:

- Provide laboratory parameters (diastase number, humidity, HMF, sugar content).
- Prepare certificates (ideally Organic, Halal, ISO).
- Determine the packaging formats: glass, plastic, batch packaging.
- Suggest delivery options under private label.
- Please demonstrate the packaging and labels in English.



#### Tip:

Focus on uniqueness — "honey from Alpine pastures", "monoflora variety", "bees without antibiotics".

### 5.3 | Clothing

Textiles and light industry are promising areas where flexibility and speed are valued.

#### What is required::

- Prepare size grids, fabric descriptions, and care methods.
- Develop product lines for the season and target market (EU, CIS, Middle East).
- Offer custom tailoring, work with small wholesale and private label;
- Make a high-quality lookbook with photos, styles, and combinations.
- Please specify the production capacity and batch sewing time.



#### Tip:

Demonstrate your ability to adapt to the client's brand, not just finished products



## 5.4 | Tourism

Tourism is an export of emotions. What matters here is not only what you offer, but also how it is served.

### What to prepare:

- Create tour packages in English with photos and a program by day.
- Select logistics, transfers, meals, escorts, and security.
- Specify prices, seasonality, and possible formats (group or individual).
- Prepare reviews of tourists, photos and videos of tours.
- Use a visual style — bright presentations, interactive elements.



### Tip:

Focus on authenticity, unique routes, local guides, and culture.

## 5.5 | IT services

IT companies do not sell a product, but a solution. Trust, speed of communication and transparency of processes are important here.

### Prepare:

- Examples of cases (platforms, applications, integrations).
- Interface demonstrations, video presentations, and technical descriptions.
- Team and professional qualifications (portfolio, certification);
- Work model: fixed price, T&M, subscription;
- Service component: SLA, support, maintenance.



### Tip:

Present yourself as a technology partner, not a contractor. Show your understanding of the client's business, not just the technical side.



Consider industry specifics when preparing for negotiations, creating presentation materials, and communicating. This will increase the probability of making a deal and build an image of a reliable and competent partner.



## 6. CROSS-CULTURAL ASPECTS OF NEGOTIATIONS

Negotiations with international partners require not only knowledge of the language and product, but also an understanding of the cultural context. Mistakes caused by ignorance of communication norms, hierarchy, negotiation style, or mentality can negate efforts, even if your offer is objectively strong. To work effectively in international markets, include cross-cultural training in your export strategy.

### 6.1 | Why this is important

- Cultural differences directly affect decision-making, communication style, perception of time, trust, and willingness to compromise.
- Failure to comply with the basic rules may be perceived as disrespect or unprofessionalism.
- Understanding the mindset helps you adapt your presentation, arguments, rhetoric, and behavior to your partner's expectations.

**Example:** *In Asian countries (China, Japan), a categorical "no" is considered rude. The refusal is expressed through roundabout wording. If you do not "read" this signal, you may misinterpret the situation.*

### 6.2 | Approaches to crop classification

To understand business behavior, it is useful to rely on the theory of cross-cultural differences:

#### Hofstede model:

- Individualism / Collectivism
- Power distance level
- Level of uncertainty avoidance
- Long-term focus

#### The Lewis model:

- Linearly active (Germans, Scandinavians)
- Multi-active (Italians, Latinos)
- Reactive (Asian cultures)

Use these models to predict in advance how communication will develop and who will make the decision.

### 6.3 | Typical features of cultural styles



#### Germany, Austria, the Netherlands

- Straightforwardness, structure, and punctuality.
- It is important to send a summons and materials in advance, and follow the schedule clearly.
- Trust is built through competence and accuracy.
- It is necessary to specify all the conditions in advance, hidden moments cause distrust.

#### Turkey, Uzbekistan, Middle East countries

- Personal approach, emotional involvement;
- It is important to establish personal relationships and show respect for your elders and status.
- A contract can be flexible, and flexibility and negotiation skills are valued.
- Meetings often start with informal communication — pay attention to this.







## China, South Korea, Japan

- Teamwork, hierarchy, and keeping a "face";
- Decisions are made collectively and gradually.
- Don't push them to make decisions on the spot.
- Silence in response to your argument is not consent, but analysis.

## USA, Canada, UK

- Focus on results, efficiency, and specifics.
- Convincing presentation, demonstration of "value for money";
- Clear follow-up, structured emails.
- Willingness to engage in tough negotiations, but respect formal boundaries.

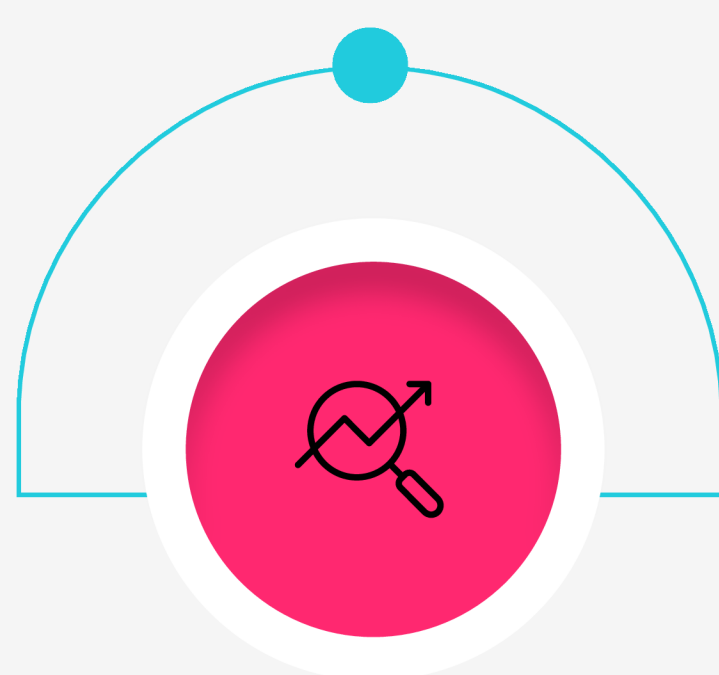


## CIS (Russia, Kazakhstan, Belarus)

- Often a mix of formal and informal approaches.
- Personal contact and trust are important.
- The rhythm may be less structured than in the EU.
- Fast response and flexibility are expected.

## 6.4 | What to do before negotiations

Find out who will participate in the negotiations: position, functions, and status.



Specify your working language and the need for translation.



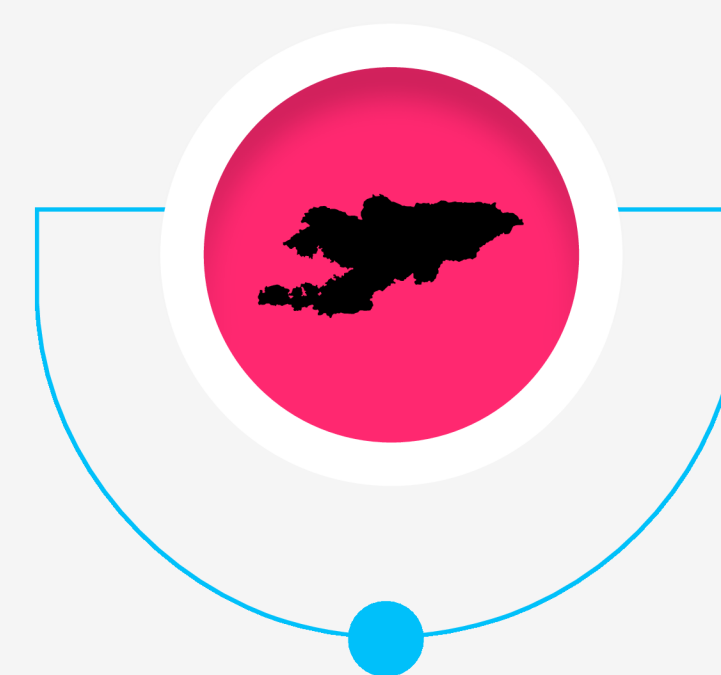
Prepare a presentation tailored to your partner's expectations (visual style, structure, duration).



Find out how to apply (by first name, last name, title).



Agree on the format and duration of the meeting.



## 6.5 | Conduct during negotiations

### Consider:

- Distance (it is not always appropriate to shake hands, especially with women in Arab countries).
- Start time and duration (accuracy is important in some countries, flexibility is important in others).
- Clothing (strict dress code in Europe, more relaxed in Southeast Asia is allowed);
- Presentation style (in Europe-in fact, in Asia-with an emphasis on respect and patience);
- The role of pauses and silences (in reactive cultures — this is an element of reflection, not a sign of uncertainty).

### Do not allow:

- Pressure settings: "You need to make a decision today" - may cause rejection.
- Excessive openness in financial matters — if the culture tends to be reserved.
- Statements that can be interpreted as devaluing local practices or mentalities.



## 6.6 | Working with a translator

If you use Yandex.Translate:

- Speak in short sentences.
- Look at the partner, not the translator.
- Don't interrupt the translation.
- Attract a specialist who is familiar with the business vocabulary and industry specifics.

## 6.7 | After negotiations

- Send a follow-up with a thank-you note and a short resume.
- Keep in touch via neutral occasions: holiday, exhibition, news;
- Don't insist on urgency — respect the pace of decision-making.
- Specify who makes the decision and who influences it.

## 6.8 | How to train your team

- Include basic modules on cross-cultural communication in the training of export managers.
- Use real cases: "what worked / didn't work";
- Invite experts from the countries you plan to work with.
- Create a memo for the team: "TOP 5 features by country".
- Create an internal database based on cultural characteristics and update it as your markets expand.



Cross-cultural awareness is not a formality. This is a real tool that helps build trust, avoid conflicts, and accelerate the path to partnership. Make it part of your company's export culture.





## 7. PRACTICAL TOOLS

For systematic and successful work in international markets, it is important to use not only knowledge and intuition, but also specific tools. They allow you to standardize the process of preparing and conducting negotiations, ensure transparency of actions within the team, record the result and track efficiency. The following are the key practical tools that should be implemented in the work of the export team.

### 7.1 | Contact and negotiation accounting tables

Create a table that records all business contacts, including participants in exhibitions, online negotiations, e-mail newsletters, and business missions. Use Google Sheets or Excel with team-wide access.

#### Include the following fields:

- Contact Date
- Full name and position of the partner
- Company, country
- Receiving channel (exhibition, LinkedIn, webinar, etc.)
- Interest (what exactly interested you)
- Actions (what was sent)
- Next step and date
- Responsible employee

### 7.2 | Email Templates

Prepare key message templates in advance:

- Initial contact with a potential partner
- Thank you for the meeting
- Follow-up after the exhibition
- Sending samples and price list
- Feedback Reminder

Don't forget to adapt the template for a specific partner — add their name, company, mention where you met or who introduced you.

### 7.3 | CRM system

When the number of contacts exceeds 20-30, the table becomes insufficient. Connect a free or low-cost CRM system:

- HubSpot (basic version — free)
- Zoho CRM
- Bitrix24
- Pipedrive

#### CRM helps you:

- Track your interaction history with partners
- Automate reminders
- Store email templates and documents
- Monitor the stages of negotiations

It is recommended to appoint one person responsible for maintaining the CRM and regularly compare statuses.

### 7.4 | Preparation checklists

Create standard checklists:

- Preparation for negotiations (purpose, materials, meeting plan, argumentation structure)
- For the exhibition (samples, banners, business cards, meeting schedules)
- To send samples (what exactly, where, who receives them, delivery time, documentation support)

**Distribute these checklists to the entire team. Ensure that each participant knows their area of responsibility.**

### 7.5 | Catalogs, one-pager, and presentations

Prepare universal layouts:

- One-page document (one-pager) with logo, photo, contacts, and USP
- 5-10 page catalog with visually designed products and delivery terms
- Presentation (5-7 slides) in Zoom or exhibition format

**Store these materials in Google Drive or on your corporate drive. Update it once a quarter.**



## 7.6 | Protocol of negotiations

Keep a brief protocol after each meaningful meeting or call. This is especially important if several people are involved in the negotiations.

Minimum content:

- Date, participants
- Main topics
- Decisions and agreements
- Who is responsible for what
- Next Action Deadline

Format-A4, no more than one page. Send your partner a brief summary of the meeting - this builds trust and reduces the likelihood of misunderstandings.

## 7.7 | Unified database of export documents

Create a separate folder with templates and sample documents:

- Export contract template (in English)
- Certificate Samples (EAC, origin, laboratory tests)
- Proforma invoice
- Invoice and packing list
- Labeling instructions

This will make it easier to handle repetitive requests and speed up processing of new orders.

## 7.8 | Online communication tools

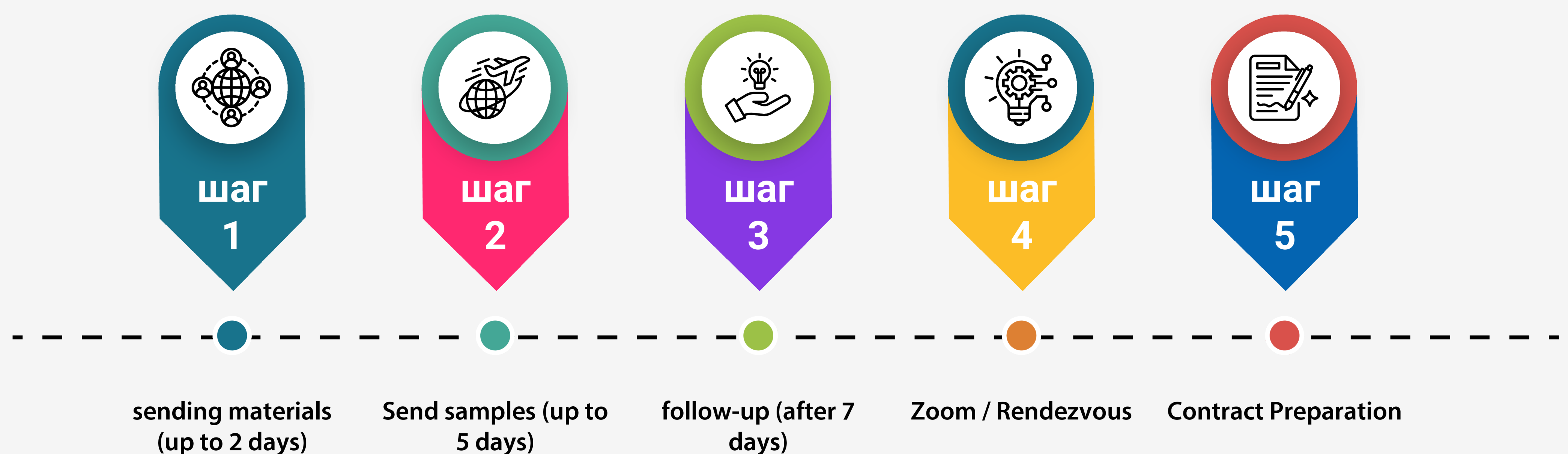
Use proven digital platforms:

- Zoom, Google Meet — for negotiations and presentations
- WhatsApp Business, Telegram — for operational communications
- LinkedIn — for establishing contacts and representing the company
- Calendly or built-in Gmail calendar — for booking meeting times

Make sure that your employees know how to use these platforms and have access to corporate email and cloud storage.

## 7.9 | Schedule of work with a partner

After the first meeting, make an individual plan:



Visualize this plan as a timeline and coordinate it with your partner. This will add transparency and enhance the manageability of the process.

Tools do not replace negotiations, but they make them systemic. Exporting is a marathon. So that the team does not lose focus, and partners feel reliable — automate, standardize, and share your experience within the team. This is the key to the sustainability and scalability of export operations.



## 8. COMMON MISTAKES AND TIPS

When conducting international negotiations, even experienced companies make mistakes that could have been avoided. This section will help you identify and address weaknesses, as well as consolidate practices that contribute to stable export growth. We have divided the material into two parts: common mistakes and practical tips.

### 8.1 | Errors

**Mistake 1.** Lack of preparation before negotiations Many companies enter negotiations without a clear understanding of the partner's goals, interests, and arguments. This leads to an unconvincing presentation and loss of contact.

#### Avoid:

- vague wording.
- unsolicited offers.
- attempts to improvise where precision is required.

**Error 2.** Insufficient development of the USP A weak or non-specific unique sales offer does not give the partner a reason to choose you.

#### Typical manifestations:

- "We do it well" — without proof.
- no specific differences from competitors.
- ignoring the needs of the target audience.

**Mistake 3.** Underestimating follow-up Even successful meetings often do not lead to a contract due to the lack of systematic work after negotiations.

#### It manifests itself in the following:

- promised materials were not sent.
- agreements are not documented.
- no reminder to your partner for 3-7 days.

**Mistake 4.** Overestimating the partner's interest One compliment or interest in a sample is not yet ready to buy. The mistake is to make predictions based on emotions.

#### What it looks like:

- stop looking for other partners in the hope of one;
- ignoring failures and signals of unavailability.

**Error 5.** Lack of consistency in accounting for negotiations Without tables, CRM, or logic in organizing information, the team loses repeated requests, forgets about interests, and duplicates actions.

**Mistake 6:** Not understanding cultural differences Ignoring local business norms can destroy relationships before they start.

#### Common examples:

- Insisting on an immediate solution (in Asia, this may be perceived as pressure).
- unaccounted for nuances of communication (for example, the lack of visual contact among Arab partners does not mean disrespect).

**Mistake 7.** Inconsistency If different terms are used in letters and oral communication, it is perceived as weakness or even deception.

**Error 8.** Presentation without visual accompaniment, the product is difficult to perceive only through the description. The lack of photos, videos, diagrams, and certificates reduces trust.

### 8.2 | Tips

#### Tip 1.

Work together: manager + coordinator The manager is responsible for contact, argumentation, and dialogue. Coordinator — for fixing, documents, and reminders. This improves the quality of interaction and reduces risks.

#### Tip 2.

Keep a meeting log Record all meetings and calls, even if they didn't lead to a deal. After 6 months, these contacts may return with new interest.



## 8.2 | Советы

### Tip 3.

Update your content every 3-6 months Catalogs, presentations, price lists, and videos quickly become outdated. The update signal can be:

- change of packaging;
- getting new certificates.
- price changes.
- entering a new market.

### Tip 4.

Turn rejection into a source of growth Ask your partner to explain the reason for rejection. Do not insist, but carefully specify: "What do you think we could improve?"

### Tip 5.

Conduct an internal case study After each exhibition, series of Zoom meetings, or mission, build a team. Analyze:

- what arguments worked;
- what mistakes were made;
- which email formats had the best response.

### Tip 6.

Focus on long-term value The goal is not a one-time sale, but a sustainable contract. This changes the tone of communication, makes it less intrusive and more partnering.

### Tip 7.

Visualize communication An email with photos of products and packaging evokes a greater response than a 10-paragraph text. Include graphs, diagrams, photos, and short videos.

### Tip 8.

Implement a culture of post-analysis Everything that is not recorded and analyzed does not bring a systemic effect. Create a simple template for evaluating each interaction:

- purpose of the contact.
- result.
- strengths and weaknesses.
- recommendations for the future.

### Tip 9.

Keep track of the language of communication Even if you write in English, avoid jargon, abbreviations, and complex constructions. Keep it simple:

- вместо «Please be advised that...» — «We'd like to inform you...»
- вместо «Hereinafter referred to as...» — «from now on called...»

### Tip 10.

Work on your response rate External partners expect a response within 24-48 hours. Even if you can't give a final answer, please let us know: "We will review and respond within two business days."



Export success is not the result of one correct step, but a system of precise, verified and constant actions. Mistakes are unavoidable — it's important to recognize them and turn them into a learning resource. Return to this list regularly and update it based on your own experience and feedback from partners.



## 9. APPLICATIONS

The apps contain templates, work materials, and reference resources that can be adapted to your company's needs. These tools allow you to speed up training, standardize processes, and ensure a high level of quality of communication with partners.

### 9.1 | One-pager template (one-page company presentation)

Structure:

- Company logo and name
- Key product photo (1-2 images)
- Main advantages (3-4 markers)
- Company description (up to 3 offers)
- Contact Information
- QR code with a link to the website or catalog

**Format: PDF, in English (if necessary — bilingual).**

### 9.2 | Sample product catalog

Catalog sections:

- Cover with logo and slogan
- Introduction about the company (up to 1 page)
- Product pages:
  - Product name and code
  - Photo
  - Description and composition
  - Packaging and packaging options
  - Certificates and tests
  - Price range (optional)
- Page with contacts and banking details

**Format: PDF, optimized for sending by mail.**

### 9.3 | Checklist for preparing for negotiations

- The purpose of the meeting has been determined
- Collected information about the partner
- Arguments and questions prepared
- Updated logistics, MOQ, and deadlines
- Materials printed and verified
- Assigned roles in the team
- Prepared follow-up templates

### 9.4 | Post-negotiation email template

**Subject: Thank you for your time — Product offer attached**

Dear [Name],

Thank you for meeting with us during [event or date]. It was a pleasure to learn more about your company and discuss how our products could support your business needs.

Please find attached our product catalog and price list. As discussed, we will follow up with sample delivery and additional documentation.

We look forward to your feedback.

Best regards,

[Your Name]

[Company Name]

[Contact Info]



### 9.5 | Partner accounting table (example)

| Date     | Company     | Country | Contact Person | Interest     | Actions      | Next Step   | Status               |
|----------|-------------|---------|----------------|--------------|--------------|-------------|----------------------|
| 01.06.25 | XYZ Trading | UAE     | Ahmed Ali      | Dried Apples | Sent Catalog | Assign Zoom | Waiting for Response |

### 9.6 | List of useful online resources

- [trademap.org](http://trademap.org) — world trade statistics
- [macmap.org](http://macmap.org) -tariffs and market access requirements
- [export.gov.kg](http://export.gov.kg) — national export portal
- [10times.com](http://10times.com) -calendar of international exhibitions
- [linkedin.com](http://linkedin.com) — establishing contacts

### 9.7 | Minimum set list for the exhibition

- Banners (1-2 pieces)
- Catalogues (30-50 copies)
- Business cards (double-sided, at least 100 pieces)
- Product samples (in hand luggage and sent in advance)
- Electronic materials on a flash drive and in the cloud
- Stand plan and meeting schedule
- Business card scanner or app

### 9.8 | Recommended presentation structure

- Introduction: who are you and what do you do
- Product Description: what do you suggest
- Advantages: why choose you
- Working conditions: logistics, packaging, volumes
- Certification and security
- Export geography and experience
- Contact Information

The appendices are not exhaustive, but they can serve as a basis for building an internal export work system. Adapt them to your style and market, update them regularly, and integrate them into the work of the entire team.

