

Strategic Sales Management
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Lecture - 36
Challenges of Selling in International Markets

Now, coming to the final module or topic from this week, that is how to Selling in International Markets. Let us understand the various challenges faced by firm while selling internationally. So, while discussing the challenges, we have to look back look at organization structure one can have in those international markets through which we are going to sell our products and services.

And, then what kind of organization we are having to support our international sales we can discuss those challenges specific to those kind of organization structures.

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Challenges in International Selling

Organisation for international selling

Multinational marketing Companies whose business interests, manufacturing plants and offices are spread throughout the world. Although their strategic headquarters might be in an original country, multinationals operate independently at national levels. Ex: Coca Cola	Market coverage: 1 Intensive 2 Selective 3 Exclusive
International marketing Companies that have made a strategic decision to enter foreign markets, have made appropriate organizational changes and marketing mix adaptations	
Exporting Companies that regard exporting as a peripheral activity, whose turnover from exporting is less than 20 per cent.	

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So, what kind of organization we have for selling in international markets? First one is multinational marketing. It involves companies whose business interest manufacturing plant and offices are spread throughout the world. So, although their strategic headquarters might be in an original country or a home country, multinationals operate independently at national levels. For example, Coca Cola.

Another way of having an organization or kind of you know system to sell international is to go for international marketing. So, companies that have made a strategic decision to enter foreign markets, have made appropriate organizational changes and marketing mix adaptation as well. And then there is a third way or third route to sell in international markets that is exports or exporting.

So, companies that regard exporting as a peripheral activity, whose turnover from exporting is less than 20 percent; that means, companies whose sales from international markets are coming through exporting the products and services and this kind of you know exporting only contributes around 20 percent of those sales or business.

So, here there are again in a different way, there can be 3 type of strategies one can adopt, to cover that particular international market. 1st one is intensive coverage; that means, all of your products are available across the globe in each country. So, you want to get kind of you know most intensive kind of you know distribution or product availability for that particular market.

second thing, 2nd type is selective market coverage; when you are not trying to sell particular product in each country if and you know and which is available across each and every shop that is available there, you select some kind of you know intermediaries or only selective places only your product is available or selected channels that you can you want to sell your products through.

And exclusive is something that you know you own those particular channels for example, Zara stores which are exclusive stores. So, they kind of you know make or kind of you know establish their shop in the particular country. And, then, they will not sell the Zara products through other channels like you know selling it on related other kind of you know variety or convenience stores or even kind of you know retail stores.

So, intensive, selective whereas, exclusive they are the three kind of market coverage a company can opt for.

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Challenges in International Selling

Organisation for international selling

Types of intermediary and their selection

Intermediaries can perform several functions, which include:

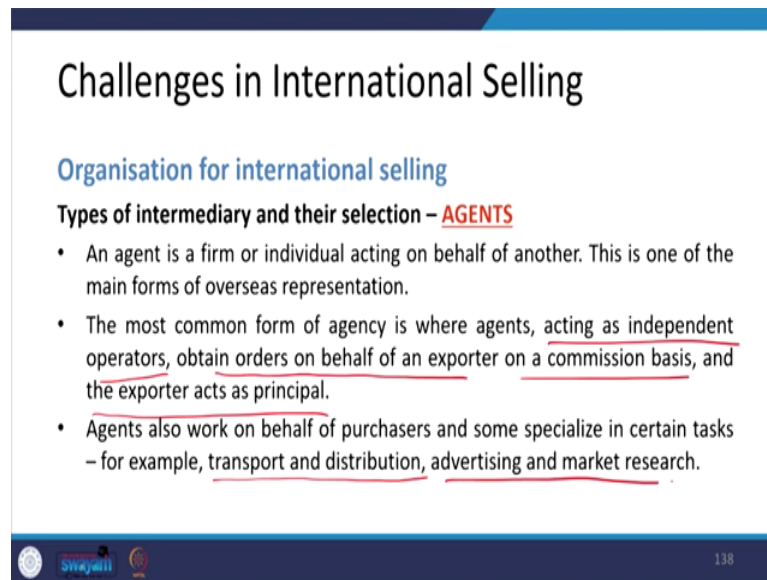
- 1 Carrying of inventory.
- 2 Demand generation.
- 3 Physical distribution.
- 4 After-sales service.
- 5 Credit extension to customers.

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There are different types of intermediary, that we have and they gives us different kind of leverage or benefits to a business which include carrying of inventory. So, they carry the inventory or kind of you know products range to that particular market. Demand generation; these kind of intermediaries also work to generate demand for your products and services.

They also take care of physical distribution of the goods and even going further they also provide after sell services also. And, with that, they also kind of offer credit extension facilities to their customers as well.

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Challenges in International Selling

Organisation for international selling

Types of intermediary and their selection – **AGENTS**

- An agent is a firm or individual acting on behalf of another. This is one of the main forms of overseas representation.
- The most common form of agency is where agents, acting as independent operators, obtain orders on behalf of an exporter on a commission basis, and the exporter acts as principal.
- Agents also work on behalf of purchasers and some specialize in certain tasks – for example, transport and distribution, advertising and market research.

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So, there are 3 different types we are going to look at, as a type of intermediary and how to go for selection and what are the challenges if you are going with that particular kind of intermediary. So, the first type of intermediary or kind of a channel we have is appointing agents. So, an agent is a firm or individuals acting on behalf of another. This is one of the main forms of overseas representation.

So, the most common form of agency is where agents acting as independent operators obtain orders on behalf of an exporter on the commission basis, and the exporter acts as a principal. So, that is how agents work. So, agents also work on behalf of purchases and some specialize in certain tasks. For example, transport and distribution, advertising and market research etcetera.

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The slide is titled "Challenges in International Selling". Below the title, it lists "Organisation for international selling" and "Types of intermediary and their selection – AGENTS". A section titled "Challenges:" follows, with a bulleted list of five items: "Represent competing clients", "Training", "Agent's reputation and financial position", "Required coverage for your market", and "Technical support or after-sales service arrangements". The slide footer includes a logo, the name "SivaJothi", and the number "139".

So, challenges of recruiting those agents is first challenge is they represent competing clients sometimes. So, they might have their own interest. So, they may shift from your kind of you know orders and they can go for their your competitors products and then you know generating demand for their your competitors products. So, in so, that is what they are like you know they have the competing clients with them.

So, it is very hard to make out whether the particular client or a, sorry, agent is working for you know fully for your kind of you know benefits. Training agents need a lot of training. And, then, it again involves cost of those particular trainings and specifically for products which high technical kind of you know things and all, training will take kind of you know important aspects.

So, agent's reputation and financial position is also something which is kind of you know another challenge. Their required coverage of your market is again kind of you know challenge because, you need to; you need to have a lot of agents, if you want to cover more area. So, it is not something and in each area, you will have agents having different demands as well.

Technical support or after- sales service arrangements are hard to be kind of you know provided to your customer when it comes through sell agents.

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Challenges in International Selling

Organisation for international selling -

Types of intermediary and their selection - DISTRIBUTORS

- Distributors act in a different capacity to agents as they actually buy and sell the goods, whereas agents work principally on commission.
- Distributors differ from agents as follows:
 - (a) They will be able to finance their own stockholding of goods.
 - (b) They will usually be able to purchase in larger quantities, thus saving on delivery costs.
 - (c) Acting as principal, they will be commercially and legally responsible for all business transactions in the market.
 - (d) They are entrepreneurs and accept risks involved in the purchase and reselling of goods, such as local falls in demand and currency fluctuations.
 - (e) In some cases, they may provide an after-sales service.

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Another kind of intermediary that we can have, while selling internationally is distributors; appointing some distributors for your products and services. Distributors act in a different capacity as compared to agents as they actually buy and sell the goods whereas, agents work principally on commission. So, that is the main difference between agent and distributor. So, where agents are working only for commission.

Agents will actually buy from you and sell your goods in their particular market. So, distributors differ from agents as follows. So, distributors will be able to finance their own stock holding of goods, because they are actually buying from you as compared to agents. Again, distributors will usually be able to purchase in large quantities, thus saving on delivery cost. But, in terms of agents, it all depends on how much finance and reputation he enjoys in that particular market.

So, acting as a principal distributors will be commercially and legally responsible for all business transaction in the market. So, you can assign the particular responsibility to that particular distributor which is not possible in case of agent's. Distributors are entrepreneurs and accept risk involved in the purchase and reselling of goods, such as local falls in demand and currency fluctuations.

So, there is a question that this particular kind of intermediary provides to your business. So, in some cases they may provide an after-sale services as well, which is not actually

possible when it comes to appointing agent. So, providing after-sales service is something which you can expect from your distributors also.

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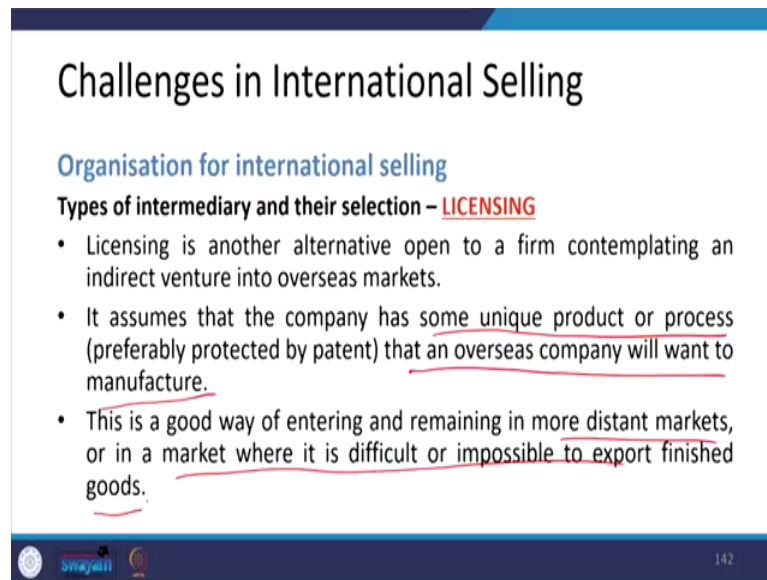
The slide is titled "Challenges in International Selling" and is part of a presentation on "Organisation for international selling". It specifically addresses "Types of intermediary and their selection – DISTRIBUTORS". Under the heading "Challenges:", there are three bullet points: "Decide the final selling price to the customer", "Technical and sales assistance", and "Control over marketing strategy". The slide also features a logo for "swajali" and the number "141" in the bottom right corner.

Challenges in appointing or involving distributor is to decide the final selling price in the for the customers. Because, as a particular distributor is actually buying from you do not hold that particular right to those products, right. So, it is up to the distributor that how he wants to sell.

For example, if you are into a luxury products, something like that and you have sold already the product to distributors based on its distributors, financial position and command over the market, he might again reduce kind of you know prices in that particular market which are not looks more luxurious as compared to what prices you are setting in other countries or in your home market.

Technical and sales assistance is an important part where again for distributors also. It takes huge amount of time and money and efforts to provide these kind of assistance to the distributor and their team. Control over marketing strategy is not in your hands once you appoint distributors. So, as he has taken a right of goods and services from you, he can have his own marketing strategy to sell or market those goods in those particular territories.

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Challenges in International Selling

Organisation for international selling

Types of intermediary and their selection – LICENSING

- Licensing is another alternative open to a firm contemplating an indirect venture into overseas markets.
- It assumes that the company has some unique product or process (preferably protected by patent) that an overseas company will want to manufacture.
- This is a good way of entering and remaining in more distant markets, or in a market where it is difficult or impossible to export finished goods.

swajali 142

Third way is licensing. So, licensing is another alternative open to a firm contemplating an indirect venture into overseas market. So, it assumes that a company has some unique product or process, preferably protected by a patent, that an overseas company will want to manufacture. So, you have something which is you know kind of legally protected under patent act and all.

And, then, you want to transfer those kind of technology to the particular country, in those cases you can identify some ventures or some business houses which are having some kind of resources in terms of you know R and D manufacturing and etcetera. And, then you give that particular license of manufacturing that particular technology to those houses through licensing.

So, this is a good way of entering and remaining in more distant markets or in a market where it is difficult or impossible to export finished good. Sometimes, some countries do not allow kind of you know export imported products which are coming into the country. For example, even recently we have kind of you know restricted even Tesla to when they say that you know they will manufacture the cars electric vehicles in China and then they will import it to in export it to India.

Whereas, our policy our government says, that if you want to sell electrical vehicles in India, set up your base here, manufacture them here, then only we will be able to sell

you. So, that is kind of again government regulation can kind of you know affect how you are going to sell in international markets.

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The slide is titled "Challenges in International Selling" in a large, bold, black font. Below the title, the text "Organisation for international selling" is written in a smaller, blue font. Underneath that, "Types of intermediary and their selection – LICENSING" is written in a black font, with "LICENSING" underlined in red. A section titled "Challenges:" in red font follows, with two bullet points: "➤ Fear of missing out on royalties not getting paid – political instability" and "➤ quality of the licensee's finished products". At the bottom left of the slide, there are three small circular logos. At the bottom right, the number "143" is displayed.

So, challenges that are there with respect to licensing is that there is a fear of missing out on royalties not getting paid, right, you do not have anything on that. So, maybe you are kind of you know the licensee might kind of you know woke up your kind of you know agreement and he will not provide you any royalty no longer, that may be because of some political instability as well, right.

And, then there is again a question of quality of the products of the license is finished product. So, your you did your job you just transferred your technology through licensing, but at that particular plant or that that particular manufacturing site is the product that is getting out of that particular factory is meeting up to the standard or quality standard that is already set.

So, that is kind of something which is very ambiguous when deal when you are dealing with some licensees. So, these kind of challenges may arise across type of intermediate you have.

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Challenges in International Selling

Organisation for international selling

Types of intermediary and their selection – EXPORT HOUSES

- Export houses are usually home-based organisations that carry out some or all the overseas activities in place of the manufacturer, often using their own agents, distributors or other intermediary.
- They are a useful alternative for small companies whose overseas operations are limited, not warranting the expense of direct involvement.
- Export houses offer flexibility and a range of services:
 - 1 Export factoring – handling finance and credit arrangements on behalf of manufacturers ✓
 - 2 Factory representation – a sales supervisor supervising sales activities of distributors or dealers on behalf of the manufacturer. ✓
 - 3 Market-intelligence gathering in overseas markets ✓
 - 4 Handling export procedures and documentation ✓
 - 5 Help in selecting agents, distributors and dealers ✓
 - 6 Confirming orders – paying the manufacturer on confirmation of an order from an overseas buyer and receiving commission ✓

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Again, you can have export houses, the fourth option you have, right. So, export houses are usually home-based organizations, that are carry out some or all other overseas activities in place of the manufacturer, often using their own agent, distributors or intermediaries as well. So, these export houses are available in your home market there are some companies who entirely handle export of certain goods and products.

So, they are useful alternative small for small companies who cannot having that kind of you know leverage to establish their presence in overseas market or whose overseas operations are very limited; not warranting the expense of direct involvement. So, maybe for these kind of you know small companies, export houses can be a good way to sell their products internationally.

Export houses offer flexibility and range of services. For example, export factoring; like handling finance and credit arrangements on behalf of manufacturers. Export houses also do factory representation. A sales supervisor supervising the sales activities of a distributor. So, you may kind of you know get a particular team of salesperson only working on your products which is kind of you know employed by your export houses that you select.

Market intelligence is something that is gathered in overseas markets through these kind of export houses. So, they have the team to collect that particular market information. Handling export procedures and documentation that is easy taken care of. Help in

selecting agent distributors and dealers. So, your work is getting reduced, the export house will do everything.

And, confirming orders, paying the manufacturer on confirmation of an order from an overseas buyer and receiving commission in between. So, that is how export houses works. Again, there are again challenges related to export houses as well.

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For example, lack of direct contact with the market, right. So, you are not connected directly to your customers or your kind of you know salesperson. So, you can only advise or kind of you know instruct export houses to follow certain methodology of selling or something like that, but it is not guaranteed that the same will be replicated or used by salespeople on the field.

So, there is again a difficulty in monitoring developments and changes in the overseas market. And, adapting to these changes in a good time is not something kind of you know very good when it comes to export houses. So, it takes a lot of time. So, that the information reaches to your office or head office and then you take a call or you make some changes in the products and services and then again you get into the market with the revised product or renewed products. Again, another ways are like you know direct methods.

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Challenges in International Selling

Organisation for international selling

Types of intermediary and their selection – DIRECT METHODS

- **Subsidiary companies** - The subsidiary may be a selling or manufacturing organisation, or both. A selling subsidiary usually replaces agents and distributors with the company's own permanent staff.
- **Joint ventures** - A joint venture is a business relationship where two, but sometimes more, agree to pool their resources in order to accomplish a specific task, generally characterized by shared ownership, risks and returns. Ex: Sony™ and Ericsson, which was founded as a joint venture in 2001 in order to share technology in the field of mobile communications
- **Direct selling** - Despite the strengths of using intermediaries, some companies find that selling direct from the home country to overseas markets offers more advantages. Direct selling requires a firm to take responsibility for establishing contact with potential customers.

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So, these are something which is indirect methods of selling internationally. There are some direct methods as well. For example, establishing subsidiary companies. So, the subsidiary may be a selling or manufacturing organization or both. A selling subsidiaries usually replaces agents and distributors with companies own permanent stock. So, you only open a particular kind of you know sales team or operations and you kind of you know establishes a separate entity or a subsidiary we can say, which works for your products and services exclusively.

Joint ventures is again another example of direct methods. A joint venture is a business relationship with two, but sometimes more, agree to pull their resources in order to accomplish a specific task. For example, sales. So, generally characterized by shared ownership, risk and even returns as well. So, whether you are making profits or whether you are making losses joint ventures both the parties or whatever the parties coming together they will have that equal responsibility or shared that particular profits and loss inequality.

So, Sony and Ericsson. So, we know the popular joint venture that is Sony Ericsson which was founded as a joint venture in 2001, in order to share technology in the field of mobile communication. So, that is a one kind of an example of joint ventures. Direct selling is again another method. So, despite the strength of using intermediaries some

companies find that a direct selling from the home country to overseas markets offers more benefits and advantages.

So, direct selling requires a firm to take responsibility of establishing contact with potential customer here you have to do everything on your own. You need to and if you bring market intelligence, know your customers, arrange for shipping kind of you know delivery and even after-sale services as well. See in this those cases, direct selling is preferred when you do not want to adopt any other approach listed earlier. Coming to standardize or adapt. So, that is kind of you know grand challenge any company can face when going internationally.

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Challenges in International Selling

Standardize or Adapt

- Thomas Friedman's book 'The World Is Flat' offers a compelling proposal that globalization is removing barriers between countries—including the impact of physical, technological, cultural, and political differences. Friedman's argument is that while these changes are happening at different rates, many management processes around the world are becoming more similar.
- One of the dilemmas in sales and marketing strategy is to decide whether to standardize globally or adapt to local market conditions.
- One important issue in understanding global trends in sales management (rather than simply selling) is whether real differences exist between different cultures and countries.
- In particular, this raises a crucial question—how important are country differences when we make multi-country salesforce decisions on things like the level of management behaviour-based control and incentive compensation.

swajali 147

So, Thomas Friedman has written a famous book called 'The World Is Flat', right. So, which offers a compelling proposal that globalization is removing barriers between the countries including the impact of physical, technological, cultural and political differences. So, Friedman's argument is that while these changes are happening in different rate, many management processes around the world are becoming more similar, right.

So, its more like you know standardizing across the globe. So, one of the dilemmas in sale and marketing is to decide whether to standardize or globally or to adapt to local market conditions. So, one important issue in understanding globals trends in sales

management is whether real differences exist between different cultures and countries. And, if there are real differences, then it is time to adapt to your product to.

And if there are not certain differences across cultures, let us say for example Canada to US, there we should not expect much more differences across those even 6 cultural dimensions as well. So, in this case, you can straight away go for standardized the product and sell the same product in both Canada as well as US.

But, when coming to a to a different cultures, right, from West to coming to East like Asian countries, one needs to adapt their products as per the local test and preferences. So, in particular this rises a crucial question how important are country differences when we make multi country salesforce decisions on things like level of management behavior and even incentive compensation as well.

So, this cultural differences will guide or kind of you know crucial in making these type of sales force decisions.

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Challenges in International Selling

Legal and regulatory compliance

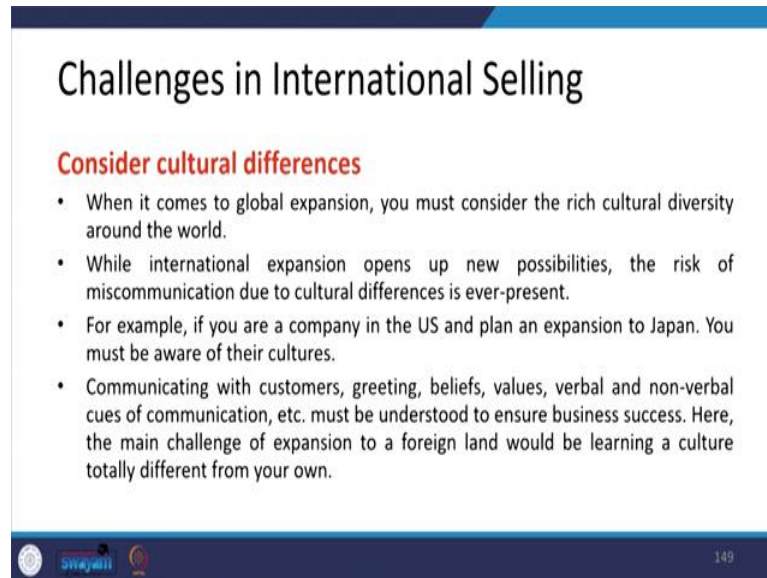
- The most difficult part of international expansion is complying with the laws and regulations of the foreign land.
- This specific challenge comes under trading regulations, taxation, employee legislation, trading requirements, and several other aspects.
- One must review the overall trading scenario in the market before entering.

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Legal and regulatory compliance is again another grand challenge. The most difficult part of international expansion is complying with those particular laws and regulations of the foreign land. This specific challenge comes under trading regulation, taxation, employee legislation, trading requirements and even several other aspects as well.

So, one must like one business firm must review the overall trading scenario in the market before entering.

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Challenges in International Selling

Consider cultural differences

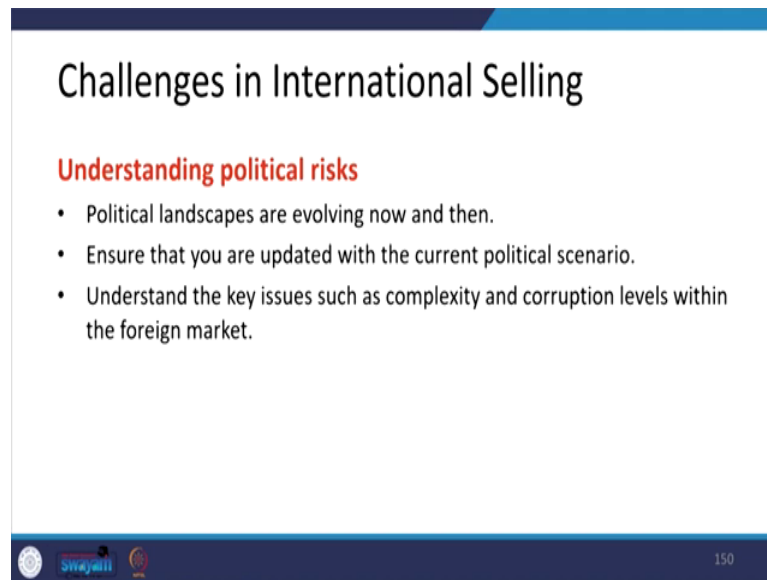
- When it comes to global expansion, you must consider the rich cultural diversity around the world.
- While international expansion opens up new possibilities, the risk of miscommunication due to cultural differences is ever-present.
- For example, if you are a company in the US and plan an expansion to Japan. You must be aware of their cultures.
- Communicating with customers, greeting, beliefs, values, verbal and non-verbal cues of communication, etc. must be understood to ensure business success. Here, the main challenge of expansion to a foreign land would be learning a culture totally different from your own.

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Considering cultural differences. So, when it comes to global expansion, one should consider the rich cultural diversity around the world. So, while international expansion opens up new possibilities, the risk of kind of you know miscommunication due to cultural differences is ever present and which is actually more.

So, for example, if your company in the US and plan and expansion to Japan, you must be aware of their cultures. Communicating with customers greeting, belief, values verbal, non-verbal communications must be understood beforehand to ensure that business success. So, here the main challenge of expansion to a foreign land would be learning a culture totally different from your own.

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Challenges in International Selling

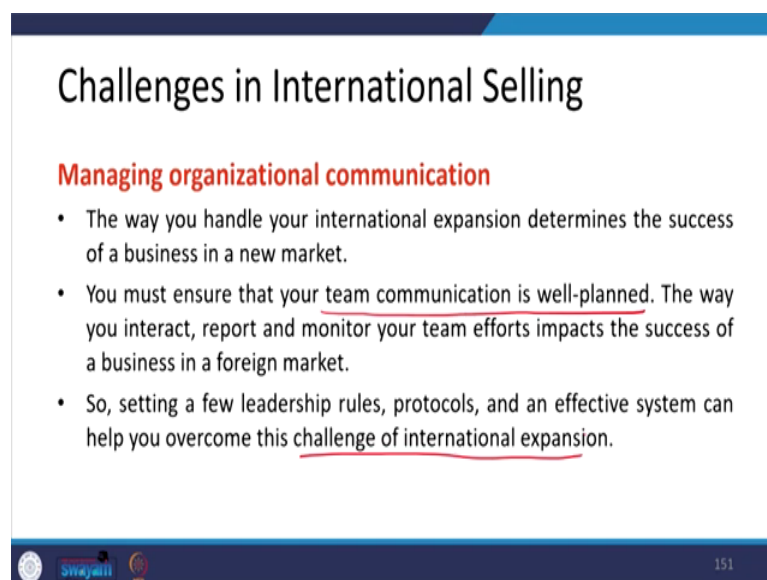
Understanding political risks

- Political landscapes are evolving now and then.
- Ensure that you are updated with the current political scenario.
- Understand the key issues such as complexity and corruption levels within the foreign market.

Swajal 150

Understanding political risk is another grand challenge. So, political landscapes are evolving now and then. Ensure that, you are updated with current political scenario at least related to the particular country that where you want to target. So, understand the key issues such as complexity and corruption levels within the particular foreign market before going ahead.

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Challenges in International Selling

Managing organizational communication

- The way you handle your international expansion determines the success of a business in a new market.
- You must ensure that your team communication is well-planned. The way you interact, report and monitor your team efforts impacts the success of a business in a foreign market.
- So, setting a few leadership rules, protocols, and an effective system can help you overcome this challenge of international expansion.


Swajal 151

Managing organizational communication is crucial when you have you know team selling across different countries. The way you handle your international expansion

determines the success of a business in new market. So, you must ensure that your team communication is well planned. The way you interact, report and monitor your team efforts, impact the success of your business in a foreign market.

So, setting a few leadership rules, protocols and even effective system can help you challenge help you overcome the challenges given by international expansion.

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Challenges in International Selling

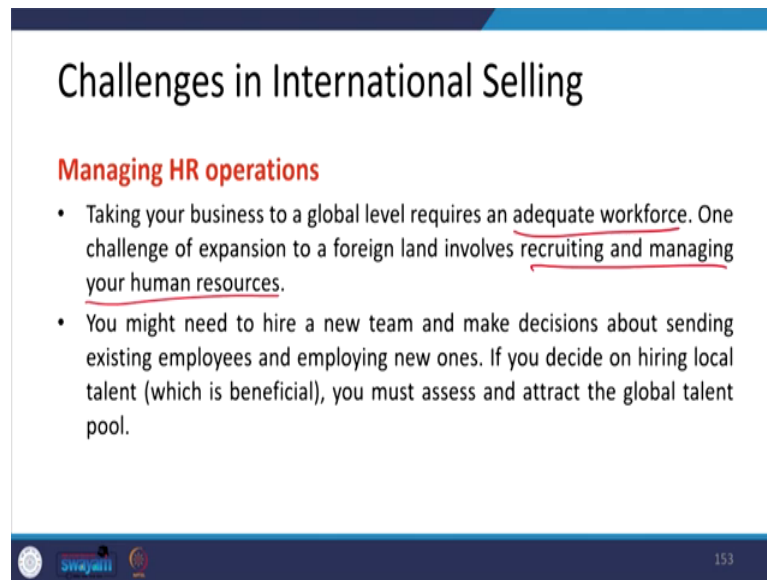
Understanding the marketing strategy

- How well do you know the buying process in the market where you wish to expand?
- Learning about your new consumers is the only way to sell your products or services in the new market successfully. Once you know what works for the new market, you will know how you can position and promote your brand.

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Understanding the marketing strategy is another crucial challenge. So, how well do you know the buying process in the market where you wish to expand. That the key question one should have answer for this. So, learning about your new customers is the only way to sell your products or over services in that particular new market successfully. So, once you know what works for the new market, you will know how you can position and promote your brand or products.

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Challenges in International Selling

Managing HR operations

- Taking your business to a global level requires an adequate workforce. One challenge of expansion to a foreign land involves recruiting and managing your human resources.
- You might need to hire a new team and make decisions about sending existing employees and employing new ones. If you decide on hiring local talent (which is beneficial), you must assess and attract the global talent pool.

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Managing the HR operations; again, that is something which again poses challenges when selling international markets. Taking your business to a global level requires an adequate workforce. One challenge of expansion to a foreign land involves recruiting and managing your human resources. So, we already discussed this related concept like whether you should employ third country nationals or expatriates.

So, those type of human resources it is important to understand these kind of you know HR requirements as well. So, you might need to hire a new team and make decisions about sending existing employees and employing new ones. If you decide on hiring local talent, you must assess and attract the global talent pool as well.

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Challenges in International Selling

Local competition

- Research on local competition is a must before entering new markets.
- You have to be aware of what your competitors are selling, their marketing strategy, position in the industry, etc.
- You must accordingly develop your competitive advantage to counteract the local competition.
- To overcome this challenge is to establish working relationships with local businesses.

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Local competition is another kind of you know a challenge that one can face. So, research on local competition is a must before entering new markets. So, you have to be aware of what your competitors are selling, their marketing strategy, the position in the industry and even the position of their favorite or kind of you know popular products that are selling in those particular markets.

So, you must accordingly develop your competitive advantage to interact or kind of you know to counteract your particular local competition. Is to overcome this challenge is to establish working relationships with local businesses that will give that kind of you know market intelligence about your customers, kind of you know intermediaries and everything which you can leverage to sell better in those markets.

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Challenges in International Selling

Supply chain related risks

- A separate department in large companies generally manages shipping, storage, logistics, imports, and exports. This is because it involves a lot of work.
- Managing the supply chain across boundaries can be a real challenge. If you are shipping goods from the US to the APAC region, you will have to consider;
 - Geographical distance ✓
 - Cost and time involved in shipping ✓
 - Taxation rules ✓
 - Trading laws ✓
 - Customs issues, etc. ✓

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Supply chain related risks are again another threat. A separate department should be there in large company, generally to manage like you know things like shipping, storage, logistic, imports, exports. This is because, it involves a lot of work, right. So, managing the supply chain across boundaries or across countries can be a real challenge.

If you are shipping goods from the US let us say to APAC Asia Pacific region, you will have to consider geographical distance, cost and time involved in shipping, taxation rules, trading laws and even customs issues as well.

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Challenges in International Selling

Setting a pricing strategy

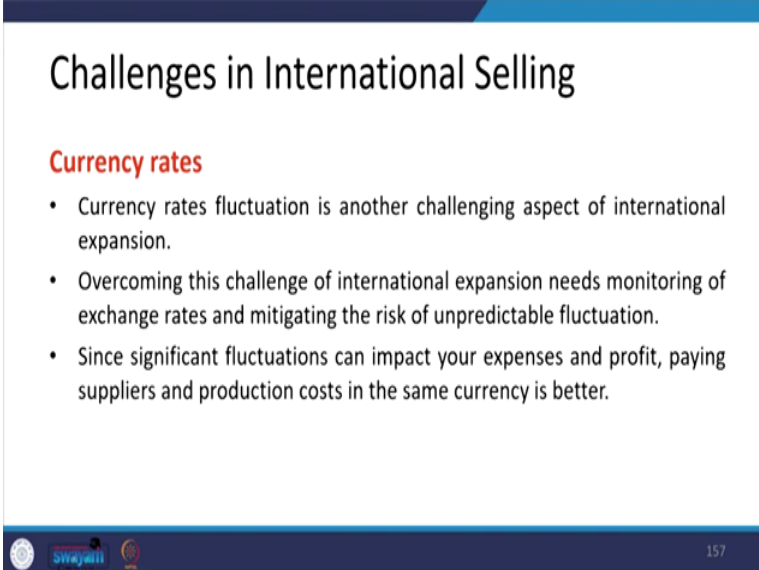
- What will be the price of your product in the new market? Will it be equivalent to the price in the domestic market? How can you ensure both competitive pricing and profits?
- Several questions need to be answered when setting the price of your products in a foreign land. To remain competitive in the new market and still ensure profits, you must consider the costs.
- To overcome this challenge of international expansion, research the prices in the local market. The local competition can give you an idea of the standard prices. Hence, you can set a benchmark for your pricing strategy.

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Setting a pricing strategy again can be a challenge if you are not done you have not completed your homework. So, what will be the price of your product in the new market? Will it be equivalent to the price in the domestic market? That what you are selling, at what price you are selling in your home market. Are you going to price the same kind of you know good in the same way in the particular international market? Or how can you ensure that both competing prices and even you get the profits at the same time?

So, several questions need to be answered when setting the prices of your products in foreign land. To remain competitive in the new market and still ensure profit you must consider the costs as well. So, to overcome this challenge of you know setting a pricing in inter while internationally expanding, research the prices in the local market. The local competition can give you an idea of the standards of prices that are there. So, hence you can set a benchmark for your pricing strategy in this scenario.

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Challenges in International Selling

Currency rates

- Currency rates fluctuation is another challenging aspect of international expansion.
- Overcoming this challenge of international expansion needs monitoring of exchange rates and mitigating the risk of unpredictable fluctuation.
- Since significant fluctuations can impact your expenses and profit, paying suppliers and production costs in the same currency is better.

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Currency rates is again something which can affect your business. Currency rate fluctuations is another challenging aspect. Overcoming this challenge of international expansion needs monitoring of exchange rates and you know mitigating the risk of unpredictable fluctuations as well. Since, significant fluctuations can impact your expenses and profit paying suppliers and production cost in the same currency is better.

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The slide features a central graphic of a globe with a magnifying glass over it. To the right of the globe is a list of benefits, each preceded by a blue bullet point and followed by a red checkmark. The slide has a blue header and footer. The footer contains the Swajathi logo and the number 158.

Despite Challenges...

International selling results in;

- Increased revenue ✓
- Decreased competition ✓
- Longer product lifespan ✓
- Easy cash flow management ✓
- Better risk management ✓
- Benefits of currency exchange ✓
- Disposal of surplus goods ✓
- Enhanced reputation ✓

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So, now looking at despite these challenges, understand that international selling can have a multitude of benefits for your business. Increase revenue, decreased competition, longer product lifespan; because you are taking your product to the new market, easy cash flow management; because you do not have to wait for your kind of you know profits to come in.

So, you can even expect some advanced payments in this scenario which is not usually possible in domestic market. You always tend to give some credit lines to your customers. Better risk management as you are kind of you know diversifying your risk across countries in the kind of you know different baskets. So, benefits of currency exchange; sometimes you may get a kind of you know a benefit of the currency exchange or rates as well.

So, as you know earning in Rupees versus earning in Dollars for say. Disposal of surplus goods as well that is one of the way to get help through this international selling. And, enhanced reputation for your business to establish yourself as a global player providing products and services across the globe, that is kind of you know kind of you know benefit one can ultimately enjoy through international selling.

So, that leads to the conclusion of the final session from this week, where we discuss about how to sell in international markets.

Thank you.