

Checklist

READY FOR GERMANY?

GENERAL

- Do you have a corporate email address? ~~...@yahoo.com~~ ~~...@gmail.com~~
- Have you checked a certification of your product/ organisation (e.g., TÜV)?
- Is the data sheet ready?
- Does the data sheet follow a clear structure (Feature/ DNF)?
An exemplary data sheet can be seen here:
https://www.polytecstore.fr/polytec_images/documents/oms/om_ds_pdv-100_e_42474.pdf
- Is a small presentation (ppt) prepared?
- Is the ppt not longer than 5 min.?
- Is price information from the presentation and data sheet removed?
- Does your ppt show a proposal of next steps?
- Be punctual to your appointments!!!
- Be serious!!!
- Don't contact before 8am, after 6pm and between 12 – 1pm (Lunch break)

BUYING

- Are the specifications clear?
- Is an NDA (Non-disclosure agreement) prepared?
- Are the delivery terms specified?
- Do you know the competition price levels?
- Arguments ready? Why the German supplier should give you a discount

SELLING

- Is the data sheet and ppt aligned to Product performance/ DNF/ Quality
- Does your argumentation reflect Product performance/ DNF/ Quality
- Arguments ready? Why the German customer should buy your product

REPRESENTING

- Is the data sheet and ppt aligned to company performance/ Market DNF/ References
- Arguments ready? Why the German company should work with you as a representative in your home country
- Forecast created? How much could you sell for the German company within the year 1-3?
- Do you have your company's financial statements ready?