Selling to the Manufacturing Sector in Mexico

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http://www.mexicorepresentation.com
How to Succeed at Selling in Mexico

**Failure**
- Unprepared
- Assumptions
- Different language
- Different culture
- Different rules
- Lack of infrastructure

**Teach**
- Cost, quality and delivery are linked to entry and exit differentiators
- Competence
- Average age
- Challenger Sale

**Invest in the Intangibles**
- Loyalty
- Relationships
- Support channel partners
- Win-Win
- Tribes
  - *Mas vale mato por conceito, que vivendo por conceito*

**Be flexible**
- Negotiate
- Quick in action
- Deal with last minute urgencies
- Short memories

**Don't give up!**
- It will always take longer
- 18 month rule
- Tenacity
- Patience and persistence
Failure

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Toddler-Democracy in Open Market Economy

Source: MEXICONOW
Invest in the Intangibles

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- Support channel partners
- Win-Win
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"Mas vale malo por conocido, que bueno por conocer"
Don't give up!

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¡NO!

te des NUNCA por vencido, lo bueno podría venir pronto.
Be flexible

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- Quick to action
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Teach

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The CHALLENGER SALE
Taking Control of the Customer Conversation

"The most important advance in selling for many years."
—Neil Rackham, author of SPIN Selling
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Types of Buyer in Mexico

**Buyer**
- Approved Vendor List
- Purchase Orders

**Global Sourcing**
- True sourcing
- Based on value add
- Growing

**"Local" Sourcing**
- Directed to find Mexican suppliers
- NAFTA content
- Links to foreign decision makers
Buyer

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Human Resource Management

- Sales cycle
- Self-motivated
- Self-disciplined
- Facturacion
Government Resources

Association of State Offices in Mexico
http://www.asom.org.mx/

Department of Commerce
International Trade Administration
http://www.export.gov/

IC-DISC
http://www.hawcpa.com/