

# Jet Start Your Business

ONNO ACADEMY

## The International Business Template

Take your international business from bobbing along to booming



# Hey there, Jet-Setter

Congratulations on taking a huge step towards a booming international business. You're one step closer to a roaring success with your new overseas clients. This template is going to walk you through key areas to consider before starting on a client journey with a new international market or client.

This will all help you make a huge success of your plans, and help you prepare for any blindspots that could come back to bite later on. Each section has a series of points to reflect on, questions to answer and a space for notes and ideas. You can re-use this template for every new client or project. Meet your new best friend!

Happy planning global superstar

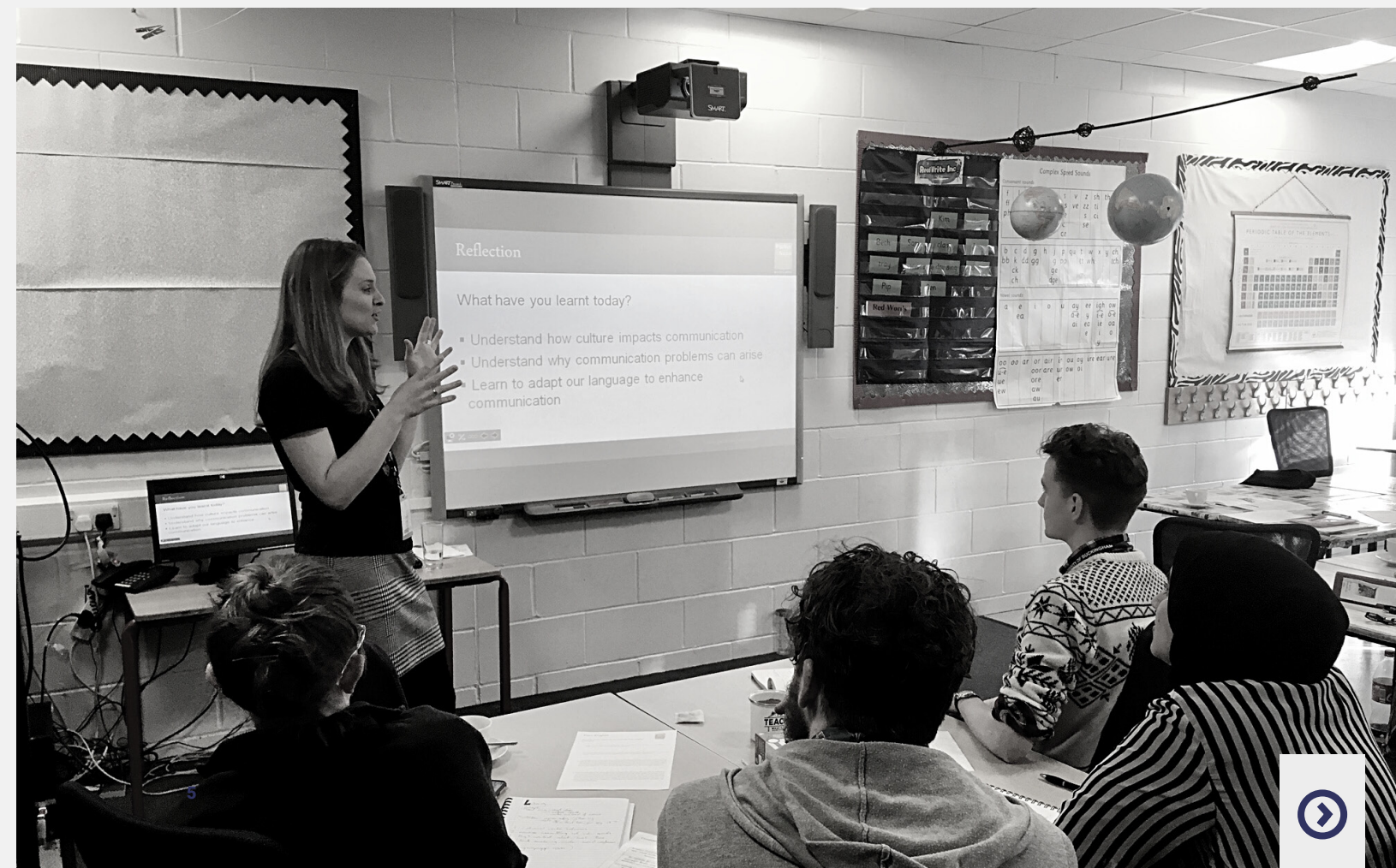
*-Kellie*

## Your planner

Each stage of this template will focus on one key area that we need to understand and prepare in order to allow **negotiations, sales and the on-going relationships** to run smoothly.

When working through these questions, **try to consider the dominant culture in the area your client is based**. This can give you a good starting point, and then you can work on from there.

Many of these questions might not have an immediately obvious answer, but please spend the time considering them and finding the answers you don't have - **it'll save you time, money and problems in the future!**



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# 01 The Big Picture

Getting all the key information down before starting gives us an overview of what we know and what we're missing. Use this page to get to grips with the client and see what resources you have, what you'll need to know, and find.

**Head office (country & city):** .....

**Other offices located in:** .....

**Company size & turnover:** .....

**Sector:** .....

**Main language:** .....

## Lets fly 1st class:

- **What's the size of the team we'll be working with?**
- **Who are the key people to establish relationships with?**
- **Our team: who knows the region and culture?**
- **Our team: who knows the native language of this client/market?**
- **Current clients/contacts: who can help us understand the country/region?**
- **Which clients (present or past) can we take as examples of good/bad practice to prepare for this project?**

## Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# 02 Hierarchy

Knowing the company structure will help to understand who you can communicate with, when, and how. It will also establish who the key decision makers are and the role each other member of the team will play in the process.

### Is the company structure hierarchical or egalitarian?

### Can staff speak comfortably in front of senior staff/managers?

### Is the use of titles important? If so, which to use?

- Is the working style collectivist or individualist?
- Do we need to be careful to ask certain questions in private or can everything be discussed in group/public meetings?
- List the key contacts and note their seniority level.
- Consider if you can contact them directly or if jumping hierarchy levels may cause tension.

## Notes

[illegible]

# 03 Communication

The communication style will affect every stage of the negotiation process & relationship building. How should you talk to the client? Directly or softly? When? Who should you talk to? What style or questions can be misunderstood or considered rude?

## Do we need to be prepared to understand a 'yes' as a 'no'?

### Does turn taking follow a strict order?

### Is direct eye contact positive, and for how long?

- Is the preferred communication style direct or indirect?
- Does the responsibility to communicate the message lie with the speaker or the listener?
- Should we use more formal or colloquial language?
- Is small talk welcomed, and which topics are appropriate?
- Are people expected to contribute as/when they like, or only when expressly invited to do so?
- How are pauses and silences used?
- Are hand gestures a sign of enthusiasm or anger?

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# 04 Decisions

Knowing who makes the decisions is vital in any sales process or business relationship. But we also need to consider how many people are involved, how long the process usually takes, and how fixed the 'final' decisions are.

	✓	✗
Will decisions be made collectively?		
Will decisions be discussed with others in the company?		
Might decisions change even after an initial agreement?		

- How many people are likely to be involved in the decision making process?
- Who are the key stakeholders, and do we have direct access to them?
- What influence will each member of the team have on decisions? Is this influenced by role or seniority?
- Are decisions likely to be made there and then, or later after some reflection and in private?
- How fixed are decisions, and could later changes jeopardise trust?

## Notes

[illegible]



# 05 Trust

Building trust is vital to any successful project, as well as key to developing an on-going business relationship or lasting partnership.

Answer these questions to get you started.

### Is creating a personal bond important to build trust with this client?

### Will meeting face-to-face be important to build trust?

## If so, are we prepared for this?

- In the local culture, are people generally ruled by head or heart?
- Do we need to have a bank of mutual connections that can provide a base to build trust?
- How much time will we need to invest in establishing trust before negotiating or selling to the client?
- Are qualifications and titles important to build trust? If we need to make last minute changes to schedules or deliverables, might this break their trust?
- Might sending out written copies of agreements upset the client by demonstrating a lack of trust?

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# 06 Persuasion

Persuasion and discussion are an important part of the sales process. It's important to understand how people prefer to navigate this type of conversation, and how we can adapt our style to the client.

	✓	✗
Can we express disagreement in public?		
Can we give negative feedback in public?		
Will the client want to see a lot of supporting detail when negotiating?		

- When persuading the client, will we need to present the 'why' or the 'how' first?
- Who might we need to persuade within the organisation? List key people and consider what we might need to do to build trust with them beforehand.
- At what stage of the project do we need to be ready for this?
- How is disagreement expressed in this culture? Do we need to be prepared for a new style?

## Notes

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# 07 Time

Knowing how strict the client is with their time will help us understand how fixed established meetings, updates or deliverables will be. This can help us prepare for unexpected changes or 'wasted' time as well as understand if they are likely to be flexible.

### Is punctuality highly valued in the client's culture?

## Will the client value time over quality?

## Should we expect changes to agreed times and dates?

- **Is time generally linear or fixed in this culture?**
- **How is the client likely to react to delays?**
- **What is the time difference between the UK and the client's local time?**
- **Does the client have different weekends or rest days?**
- **Are there key holidays in the client's country which differ to the UK?**
- **When scheduling meetings, do we need to build in additional time for proceedings to run over?**
- **Is small talk considered a waste of time or valuable to build trust and a working relationship?**

## Notes

[illegible]

# 08 Bits & Bobs

There are so many things to consider when preparing to deal with a new international client or market, the list is practically endless! Here are some additional points to consider which deserve consideration at this stage.

## Are there unlucky colours or numbers in the client's culture?

## Do we know the client's local calendar and differences to ours?

## Have we considered the local religion and any implications?

- **Is there a set order or protocol to follow when greeting the team?**
- **Do we know how much personal space is acceptable? And the rules for touch?**
- **Are we prepared for possible issues around gender if the client prefers to work with one over another? How do we want to deal with this?**
- **Are we aware of gift-giving protocols?**
- **Do we know how to dress if we meet in person?**
- **Are there key local events/holidays to recognise that we can celebrate/mention to the client?**

## Notes

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# 09 The Legal Bit

Are there any legal matters you need to consider? Will you need to take external legal advice? Do you know where you can find this information? Don't let this come back to bite: do the groundwork now. Here are some factors to consider.

Factors to consider:	✓	✗
Do we need additional insurance?		
Will there be tax changes?		
Do we need to prepare import/export documentation?		
Do we need new contracts drawing up?		
Will we need documents translating?		

- What other critical factors do we need to consider?
- What are our strengths / opportunities?
- What are our weaknesses / threats?

## Notes

[illegible]

# 10 Take Action

## ACTION 1:

**Due Date:** .....

**Priority Level:** .....

## ACTION 2:

**Due Date:** .....

**Priority Level:** .....

### ACTION 3:

**Due Date:** .....

**Priority Level:** .....

## Notes

# From here, only up

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## Congratulations!

**You're 10 steps closer to seeing your international business boom.**

**Wa-hey!**

Thank you for choosing my template to develop your international business. For further support, we have services to help:

- **Training courses** to upskill your team & give you even more skills to grow internationally
- **Country specific** sessions to perfect your skills in a chosen market
- **Block-buster** sessions with Kellie to bust through any barriers you're coming up against with clients or plans



**I'd love to hear how this template has helped you, and I'd love to support you on your growth journey.**

**To work with me some more, email me on [Kellie@onno.training](mailto:Kellie@onno.training) or visit our website: [www.onno.training](http://www.onno.training)**

*-Kellie*





**Onno Academy.**

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