

Chapter 9 Export Sales Leads.

Introduction

Export Sales leads are initial contacts a seller or exporter seeks in order to finalize a deal or agreement for export of goods and are considered as the first step in the entire sales process. After getting the first lead, a company should respond to that lead in a very carefully manner in order to convert that opportunity into real export deal.

Generating Sales Leads

Sales leads can be generated either through a word-of-mouth or internet research or trade show participation.

Qualifying sales leads

As the buyer is far away and sometimes communication process can be difficult, so it's always better to make an extra effort to understand the exact need of the customer.

Sending Acknowledgement

After receiving a lead it is quite important to acknowledge the enquirer within 48 hours of receiving the enquiry either through e-mail or fax. Acknowledgement also gives an option to provide further detail about the product or to make an enquiry about the buyer.

Responding with quality products

Quality products strengthen buyer seller relationship, so it's always better to provide quality products to the buyers.

Follow Ups

Always try to be in touch with the buyer or customer. For this purpose one can ask a phone number and a convenient time to call. It is always better to make the call in the presence of an Export Adviser. One should avoid high pressure call during follow up.