



BRAZIL PROFESSIONAL MEETING SUPPORT PROGRAM



Executive Sales Calls and Representation in Brazil

Live meetings, presentations and entertainment are important tools of trade and sometimes essential to escalate negotiations to the next level. Overseas meeting may now be accomplished with the executive level on-ground support solution.

Process and Benefits:

- ✓ Presentations and meetings are handled by high level executive type person with bi-lingual skills to communicate with US office and clearly understand the meeting goals and objectives as well as any material to be presented and at the same time be able to turn the knowledge received into native Portuguese and do a professional presentation.
- ✓ The live meeting and presentation in Brazil may also include adding someone from the US Company via a conference call and allow negotiations with translation to flow during the meeting.
- ✓ Weekly reports allows US office to understand the outcome and needed follow up for client or prospect visited.
- ✓ Ordinary visits may include entertainment or focused on profiling the account with efforts to develop or strengthen relationships, gather data or work on a push-pull effort together with US office.

Step by Step:

1. Generated leads may come from the [“Brazil Top Logistics Magazine”](#) or [“Brazil Website Leads Generator”](#) Campaigns, a trade show or any other marketing effort that evolves to a potential prospect. Leads may also be manually uploaded as *“Leads”* to a secured area online.
2. Existing clients, agents or partners in Brazil may also be uploaded as *“profiles”* for meeting purposes.
3. *Leads and Profiles* uploaded are assigned proper priority and instructions and any guidelines or attached documents and presentation to be used at the meeting.
4. Meetings are scheduled, executed and afterwards a meeting report is generated and uploaded with any relevant documents for review by the participating US Company.
5. All communication and meeting attempts are logged and registered under a *lead and profiles system*.
6. As business evolves towards a contract or partnership and a company research and credit worthiness is required for a client, partner or supplier, the available solution is the service called [“Research”](#).

We recommend that all new action plan before or during any project or supply chain process, begin with our [SWOT Analysis](#) service to evaluate the opportunities and risks involved.