

International Marketing & Global Sales

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With the participation of:

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IULM
Future

**INTERNATIONAL
SUMMER
SCHOOL**

1—3 September



Director of the Master in International Marketing & Sales Communication (EN)



SALES TRANSFORMATION PER I MERCATI INTERNAZIONALI

La sfida delle competenze integrate di marketing,
comunicazione, vendita

Giovedì 13 giugno | ore 16:00



29 ottobre 2019

Aula Seminari, edificio IULM 1, 6° piano

Negoziazione internazionale, mediazione interlinguistica e dinamiche di relazione aziendale

Le competenze per sviluppare business in contesti culturali convergenti e globali

Contemporary learning

Modello di lavoro interdisciplinare

Comunicazione

Metodologia

Cross cultural negotiation

Adaptive Selling

Technology for Sales and Marketing

At IULM we teach how to:

- Analyze different markets across the globe
- Develop marketing, sales and communication strategies for international markets
- Teach languages and cultural mediation for business
- Understand the role of new technologies for global businesses

International Marketing & Global Sales are among the priorities for an International University as IULM



Italian trade situation

- Only 9.000 companies have a total foreign revenue of plus € 5M
- 136.000 companies export less than € 75K
- A growing number of companies are going international but usually they are small and work with the closer countries

Italian Export – Main products (source Istat)

1. Machineries and appliances
2. Textiles, clothing, leather and accessories
3. Metal and metal products
4. Means of transport
5. Food and beverages
6. Chemical products
7. Rubber and plastic articles
8. Electrical appliances
9. Pharmaceutical products
10. Refined oil products

When is a Company internationalized?

- A company can be defined internationalized when:
 - a considerable % of turnover comes from export activities
 - sales to different geographical areas, included extra EU Countries
 - part of the production has foreign origin (components or finished products)
 - dedicated internal staff
- Very few SMEs in Italy have these characteristics

Transformation is now

The International Economic Environment changes very quickly and hardly influences the business.

This is due to:

- External factors: monetary devaluations, Euro/USD exchange rate, prices of oil and raw materials
- Political risk (Hong Kong, Iran, Chile)
- US Protectionism vs EU trade policy
- BREXIT

Is this the end of the globalisation era?

And then.... the global pandemic hit!



Effects on International Trade:

+ 1.7% in 2016

+ 3.6% in 2017

+ 3.4% in 2018

+ 1.2% in 2019

+ 2.7% in 2020*Before COVID-19

-13% - 22% in 2020After COVID-19**

Internationalization is the way out of the crisis!

Companies have to change the way they go international

Creating a new spring



1. Relational approach as a mantra
2. New value propositions and innovative business models
3. Digital Export and Internationalization 4.0
4. Improve ability to communicate value across Countries

1. Relational approach

- Uncertainty has generated a higher need for **trust**
- Customers expect brands to be **empathetic** to them
- **Opportunism** is severely punished by customers, whatever the country



The role of **salespeople**, both in btoc and in btoc, is amplified as they are the ones **managing relationships** (Miller Heiman, 2019; Mc Kinsey, 2018)

For such reasons the importance of Selling in a relational logic is growing giving rise to a **Global Sales Transformation** (Corsaro, 2019; Moncrief, 2017)

2. New value propositions for international markets

- They have to include more in depth meaning, like sustainability
- Easy to adapt, flexible
- Servitization
- Generate collaborative value chain, more resilient
- Walk away from price competition toward value-based selling



INNOVATION is IMPERATIVE!

3. Digitalization

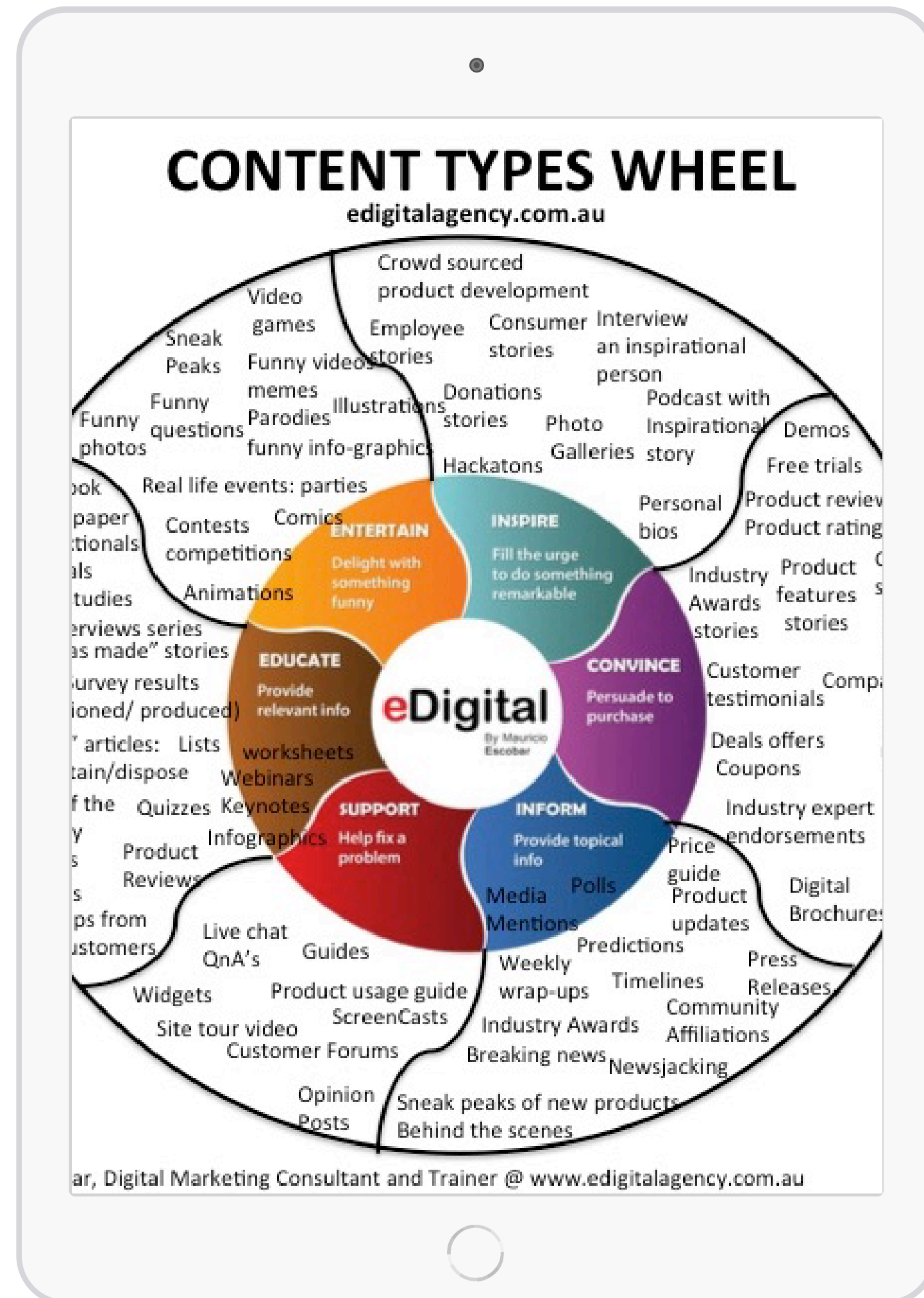
Digital Export

Digital Payment

CRM & AI

E-Commerce

INTERNATIONALIZATION
4.0





Digitalization generates acceleration

4. Improve communication across cultures



If the customer centricity is the main goal for marketing & sales & communication, then they have to work together to maintain this focus.

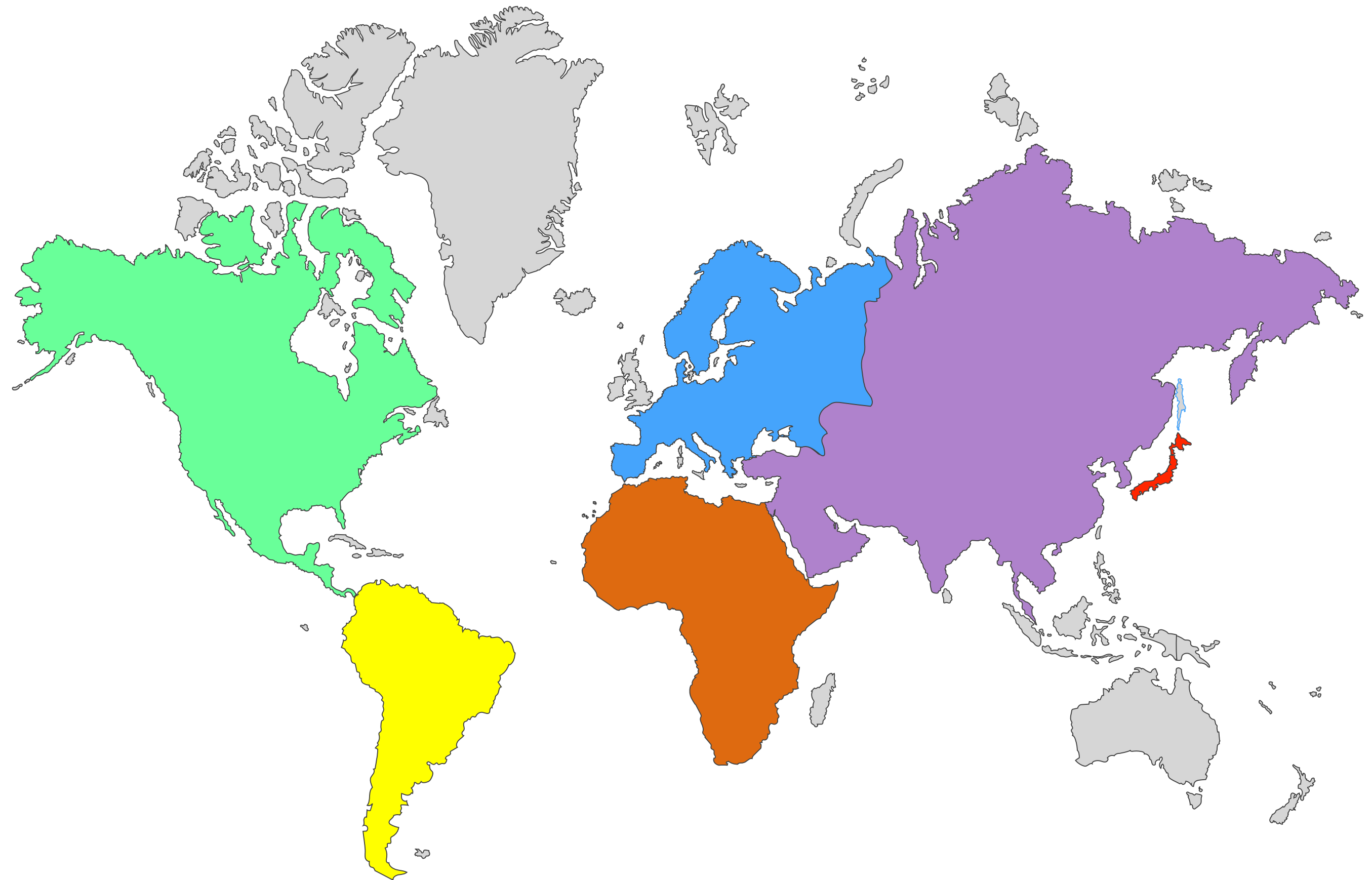
Different concepts of trust:

NORTH AMERICA AND EUROPE:
trust is given and then tested

JAPAN: trust is based on
competences

LATIN AMERICAN: trust is based on
shared value, similarities

MIDDLE EAST AND SOUTH ASIA:
trust is based on respect



➤ Research

Cross-cultural sales into China

✎ Robert Chapman

“

“An additional highly important theme was the collection of information relating to Chinese traditional values impacting on the sales process.”

“

“A significant new emerging theme was the reference to “hard selling”, and its inappropriateness for Chinese customers.”

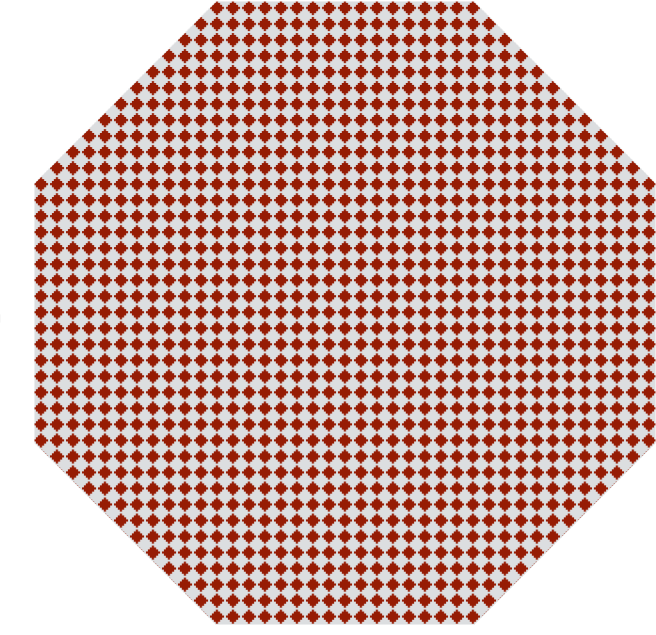
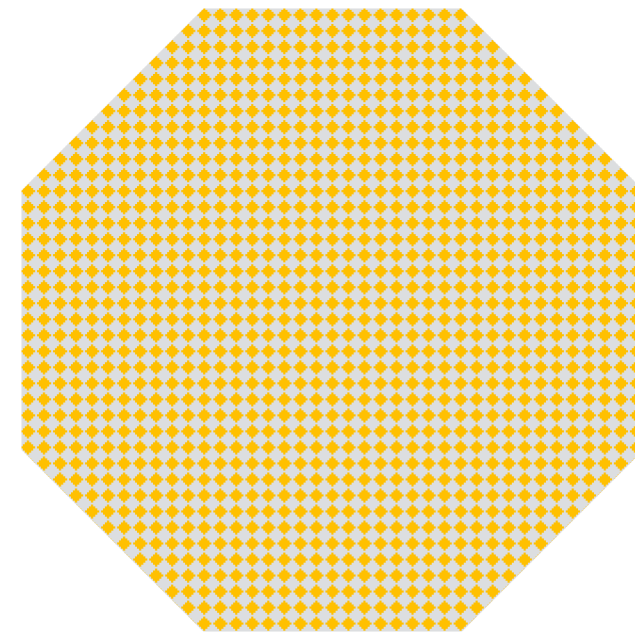
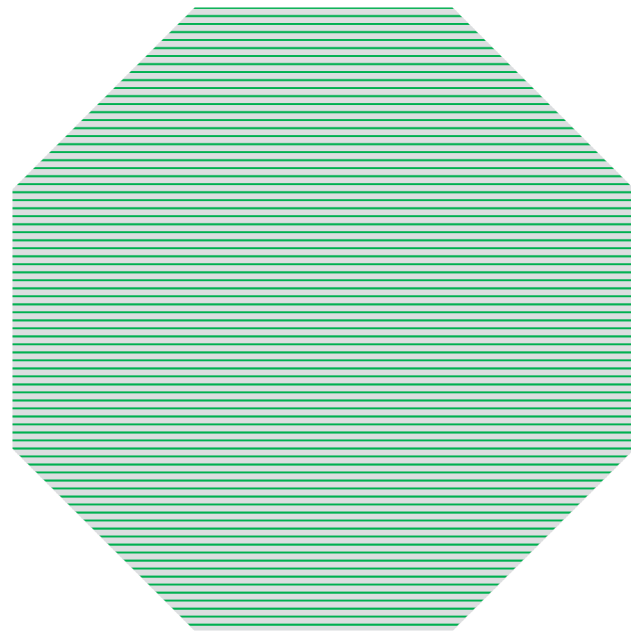
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“Trust, which was generally considered a component of guanxi in the literature, was confirmed as its own unique element and critical to sales success.”

So what does this mean?

As the complexity of markets increases, transversal competences are needed to manage international markets (McKinsey, 2020).

Roundtable



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Thank you
for you
kind
attention.

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