## 5 THINGS YOU MUST KNOW BEFORE YOU SELL TO EUROPE

Yet another channel: How to conquer the English channel as part of your multi-channel sales strategy

No man is an island, but how different can things really be over on the continent? After all, it's only 21 miles away - or should we say 34 kilometres? Well, perhaps there are more day-to-day differences than we thought... here are our 5 key areas for consideration to help you crack Europe.

## **PROCESSING** How many currencies are there in Europe? Not one, not two, but 12.

01. MONEY MATTERS - WATCH YOUR CURRENCY



Wherever you sell in Europe, your customers will want to pay in local currency. Handling multiple currencies can be complicated, and potentially expensive.

Exchange rates moving against you between taking the

order and making delivery.

Upgrading your systems to handle multiple currencies.

- Time spent by your staff processing currency transactions.



## There are 733 million consumers in Europe. You need to find out: FOR THOROUGH

02. SUCCESSFUL SELLING DEMANDS MASTERING



YOUR MARKET

What marketing messages will reach them. How you'll handle customer service in a different culture.

Who your products appeal to.

03. LOCAL BUY-IN MEANS BUYING LOCALLY To get customers on your side, you need to understand their culture.

Hiring locals, or even buying into local businesses, speeds up the transition from outsider to insider.

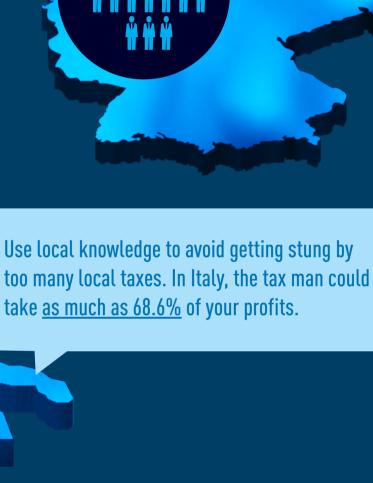
Prior to its German launch, Marks & Spencer hired 17

68.6%

German managers. From them they learned that high

quality customer service would offer M&S competitive

advantage in a market where they were unknown.



Or you could use Amazon/eBay integration to get a foothold overseas without encountering problems in translation.

Different local rules will apply to:

%

in a row.

## Tax (income, Registering and Planning rules business, VAT) running a business

Hiring and firing

of staff

**04. TIDY PROFITS COME THROUGH NEAT PAPERWORK** 

Successful selling in Europe means getting all your documentation ducks



**Import** and

export





**Each EU country has** 

its own VAT rate, and

standard rates in the

EU range between 15

and 25 percent.



In Belgium, you

may have to

pay to publish a

correction.



same effect in a different culture

02

03

rules.

Successfully translating your business

from the UK into mainland Europe is a

large fine.

Think about currency and exchange rates - don't let currency costs

Master your market - what appeals at home might not have the

Get local - no one knows the place better than the people who live

there, and this should be used to your advantage! Get your paperwork in order - make sure you're aware of local tax 04

Communicate clearly - get the right message across in your

Integration:

05 advertising. And don't just go straight to Google translate...

**Download the free** eGuide now: eBay and Amazon integration: your route to success Download Now! >



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