



International Sales Strategy. Marketing, Sales and Distribution

Ben Messaoud

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Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, University of Applied Sciences Esslingen (Wirtschaftsingenieurwesen), language: English, abstract: What is an international sales strategy? What about the current situation? How can I define a strategy? How do marketing and sales interact? How can a company define a sales process? What about the competition? Which tools can be used in order to optimize sales? The goal is to get an answer about all these questions. Also we should create an idea how we can companies keeping ahead of equal competitors. International Strategies and Sale are obviously two different functions in a company despite they must interact closely with each other. Exporting probably crates new markets, more sales, higher turnover and attracts new customers. That will only realize with a clear strategy. It is a fact that the global competition will increase. The European companies have to extend their international activities to stay on top in the competition with USA and Japan. The USA for example tries to get some market share in the European region and the new up coming developing Countries like the BRIC-States. Today no companies can win if its product and service resembles every other products and service of a company. Companies' products must represent a big idea in the mind of the target market.

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