



SUSTAINABILITY SHAPES BUSINESS

SEPTEMBER 11-12, 2024

In order to promote Costa Rican exports, the new BTM edition will bring together over 600 exporters from the Agriculture, Food, Specialized Industry, and Services sectors to hold 1:1 meetings with international buyers from around the world.

BTM STRATEGY 2024

This exclusive program will provide both goods and services sector entrepreneurs with the fundamental tools to strengthen their skills in negotiating, sales pitches, cost structures, logistics, and other capabilities.

DURING THE BUSINESS ROUNDTABLE, ENTREPRENEURS SHOULD:



Review information about the buyers they will meet ahead of time.



Make sure their offer's website is current and in both Spanish and English.



Offer products that meet the demands of the market they want to enter.

THE SIX STEPS TO SHINE IN A BUSINESS MEETING

- 1 Before a meeting, study the client to find out who they are and what they do to identify points of interest to discuss during the session.
- 2 Personal appearance and punctuality are paramount - from business-casual attire to providing business cards in both Spanish and English.
- 3 Have the "sales pitch" prepared and ready to present at the right time and with the necessary support.
- 4 Listen to the buyer to adapt the offer to their needs.
- 5 The following call to action is recommended at the end of each meeting: schedule a follow-up meeting or call, among others.
- 6 Send a follow-up email the same day, including a summary of what was agreed upon during the meeting.

FOLLOW-UP MEETINGS

The key to a successful business meeting is its follow-up. It is essential to honor the agreements made during the meeting and not make promises that are impossible to fulfill.

In addition to sending potential buyers a follow-up email as soon as possible, it's a good idea to conduct regular check-ins to ensure the customer stays engaged. Materials, samples, costs, or other agreed-upon deliveries must be prepared and sent to the buyer during this period.