

## **DESCRIPTION OF THE JOB PROFILE**

### **«IMPORT AND EXPORT SALES ASSISTANT»**

## IMPORT AND EXPORT SALES ASSISTANT

### JOB DEFINITION

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The import and export sales assistant contributes to the sustainable international development of the company through the marketing of goods and services in overseas markets and the optimising of purchases in the context of globalization.

### PROFESSIONAL CONTEXT

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This profession is practised in many different contexts :

- All industrial and commercial companies, particularly SME's
- Trading companies (distributors, wholesalers...)
- Service providers (transport companies, freight agents..)
- Consultants and support organisations ( International Chambers of Commerce and Industry , Local government organisations)
- Companies providing international development support

### LEVEL OF RESPONSABILITY

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In the context of the company's international development, he or she is responsible for putting strategic decisions into practice and for coordinating international operations between the different functions of the firm and/or external partners. Thanks to his/her analysis and passing on of information, he or she enables the company to react to evolutions in its environment.

As a young graduate, the Import and export sales assistant

- collects all types of information from overseas markets and informs the information system to make strategic decision making easier
- looks for and detects purchasing opportunities for goods and services overseas
- prepares, carries out and checks on the follow-up of import-export operations
- carries out these tasks with profitability, quality and customer satisfaction objectives in mind.

His/her efficiency is linked to competence in information and communication technology, practice of several foreign languages and intercultural openness..

Following a period of adaptation to the company and its culture, his or her knowledge of the techniques and practice of international trade and his skills will mean a rapid evolution to the posts of international sales representative or international buyer.

## **SUMMARY OF PROFESSIONAL ACTIVITIES AND TASKS DEFINED IN COMMON**

### **Activity 1: Carrying out studies and business monitoring**

1. Permanent market monitoring (desk research)
2. Collecting information abroad
3. Preparing decision making

### **Activity 2: Export selling**

1. Prospecting for elaborating adapted offers (pre-sales activities)
2. Selling
3. Following up sales

### **Activity 3: Import buying**

1. Preparing the import buying activities (supplier database)
2. Support the buying negotiations
3. Following up the import buying activities

### **Activity 4: Coordinating services for successful import buying and export selling**

1. Choosing service providers (insurance, logistics, financing etc)
2. Insuring administration of operations
3. Coordinating quality control / good business activities

### **Activity 5: Managing relations and contacts in different contexts and cultures**

1. Producing messages integrating socio-cultural elements
2. Constituting and maintaining a pluricultural network of contacts

## DESCRIPTION OF THE JOB PROFILE IN TERMS OF ACTIVITIES AND TASKS

<b>A1 CARRYING OUT STUDIES AND BUSINESS MONITORING</b>		
<b>T1A1-</b> <b>Permanent market monitoring</b> <b>(desk research)</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
<p><b>Internal information</b> Communication leaflet of the firm Databases Information about customers, suppliers or services providers Commercial reports Studies and researches Technical documents Ethical charter Diaries, timetables</p> <p><b>External information</b> Databases Legal documents and regulations Specialized press Markets surveys Information about competition, countries Professional directory</p>	<p><b>Procedures</b> Constraints on time, information quality (in terms of ethics and legislation), cost of information, Methods and protocols related to information (access, diffusion, update, confidentiality)</p> <p><b>Methods</b> Research, selection and validation of the information using usual hardware and software.</p>	<p>Work station connected to the internal network of the firm with access to Internet, printer, scanner, Fax, telephone</p> <ul style="list-style-type: none"> <li>. Office software</li> <li>. Collaborative work tools</li> <li>. Working protocol for database search engine</li> <li>. Access rights</li> <li>. Subscription to specialized websites</li> </ul>
<b>Expected results</b>		
<p>Organised work List of priorities Relevant and up to date market information Respect of allocated time and budget Up to date and operational business information system</p>		

<b>T2A1 Collecting information abroad</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Objectives and description of the mission Addresses book in the target country Socio-cultural information of the target country Information to be detailed Cultural and professional codes of the target country Customers data Market datas	<b>Procedures</b> from T1A1 plus : Legislation and regulations from the country, cultural and professional codes  <b>Methods :</b> Research, selection and validation of the information in an intercultural and travelling context using usual hardware and software.	Mobile equipment (mobile computer, mobile telephone, PDA, GPS, etc.) equipped for monitoring . Questionnaire processing software
<b>Expected results</b>		
Optimal information about new international trade and opportunities collected abroad Enlargement and maintaining of the contacts' network, trustworthy relationships Up to date business information system showing opportunities and threats		
<b>T3A1 Preparing decision making</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Requirements statements Graphic charter Models for reports Study reports (prior or bought for this opportunity)	<b>Procedures :</b> Internal decision making procedures Handing over of the information  <b>Methods :</b> Analysis, exploitation, presentation and diffusion of the information using adapted software and procedure.	. Office software . Collaborative work tools . Working protocol for database search engine . Questionnaire processing software
<b>Expected results</b>		
Action plan for collecting and processing information Selected relevant information Formulated requirements for the subcontracting of studies Action recommendations for decision makers		

<b>A2 – EXPORT SELLING</b>		
<b><i>T1A2 prospecting for elaborating adapted offers (pre-sales activities)</i></b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Description of the aims of the database Customers and prospects database Prospecting targets Information about customers and prospects Prospecting action plan Budget Technical documents Prospecting tools Mass mailing models Legislation and regulation constraints Prospecting guidelines	<b>Procedures :</b> Use of customer information Computing and freedom of information regulations Distribution norms (postal, electronic, etc.) Foreign language used by customers  <b>Methods :</b> In international context : Target identification Choice of the prospecting methods Elaboration of prospecting tools Implementation of the prospecting Prospecting follow-up Analysis of results	Business relationship management software Customer relationship management software Digital Direct marketing software Fax mailing software, Graphics and publishing software Integrated telephone and computer software for prospecting
<b>Expected results</b>		
An appropriate, detailed and updated file of prospects A prospecting plan Implementation of a well-organised and effective communication plan toward prospects Prospecting assessment Prospecting follow-up An adapted offer		

<b>T2A2 Selling</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Reports on the prospecting activities Tariffs and tariff conditions of the firm General selling conditions Model of contracts Selling plan/strategy Commercial conditions Ethical and cultural information about the targeted country Negotiation and selling supporting tools	<b>Procedures :</b> Selling strategy of the firm International commercial and administrative constraints (regulations...)  <b>Methods :</b> Adapted offer to the customer's expectations Communication techniques taking into account cultural specificities Negotiating techniques in an international context Decision making	Mobile electronic equipment (laptop, mobile telephone, etc.) E-commerce websites Proposals software On line catalogue management software Customer relationship management software
<b>Expected results</b>		
Negotiating plan Negotiating tools Mastered piloting of the negotiation interviews Preparation of a contract formalizing agreements		
<b>T3A2 Following up sales</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Commercial contracts Contracts with service providers Project planning charts Internal procedures for processing orders Tracing of orders Identification of incidents Quality indicators Customer files	<b>Procedures :</b> Tracing of orders Identification and follow-up of incidents Dealing with incidents, conflicts and disagreements Reporting Ethical rules  <b>Methods :</b> Dealing with complaints, incidents and conflicts Decision making Development of customer loyalty	Automatic data exchange software (ADE) or digital exchange software (DDE) Logistics software Customer relationship management software
<b>Expected results</b>		
Follow-up and processing of orders Handling of setbacks Optimal quality of the customer service An updated customer file and business information system		

<b>A3 IMPORT BUYING</b>		
<b><i>T1A3 Preparing the import buying activities</i></b>		
INFORMATION	PROCEDURES (to respect) AND METHODS (to use)	HARDWARE AND SOFTWARE
<p><b>Internal information :</b> Database of referenced suppliers Specifications of the buying offer General buying conditions</p> <p><b>External information :</b> Directories, sourcing websites Standards and regulations related to the targeted market Data on third party certification for suppliers and intercultural information for countries</p>	<p><b>Procedures :</b> Buying and call for tenders procedures (constraints in terms of delays, quality of the information, regulations, costs...) Sourcing</p> <p><b>Methods :</b> Methods of selection, validation and information reporting using adapted softwares</p>	<p>Business relationship management data base with acces to suppliers Internet access Access fees to e-procurement websites and portals Information websites on countries and companies CD-Rom with regulation statements</p>
<b>Expected results</b>		
<p>Identified potential suppliers Creation of a potential suppliers database A selection of potential suppliers Updated information in the supplier database</p>		
<b><i>T2A3 Supporting the buying negotiations</i></b>		
INFORMATION	PROCEDURES (to respect) AND METHODS (to use)	HARDWARE AND SOFTWARE
<p>Specifications of the buying offer List of selected suppliers Offers received Market regulations (customs) Buying supporting tools General buying conditions Business and cultural information on source countries</p>	<p><b>Procedures :</b> Elaborating the call for tender Sourcing</p> <p><b>Methods :</b> Analysis, selection and validation of suppliers of scoring method Negotiation buying methods</p>	<p>Market place Spread sheet Software and web sites for tender for international offers</p>
<b>Expected results</b>		
<p>Elaboration and dissemination of a call for tender Analysis of offers received An optimal preparation of the buying meeting A preparation of decision making for the choice of suppliers</p>		
<b><i>T3A3 Following up the import buying activities</i></b>		
INFORMATION	PROCEDURES (to respect)	HARDWARE AND



	AND METHODS (to use)	SOFTWARE
Follow-up table of purchases Performance indicators Suppliers database Buying contracts	<b>Procedures :</b> Carrying out contracts Handling of setbacks  <b>Methods :</b> Administrative follow-up of the delivery Assessment of the suppliers' performance	Supply chain management software, scoring data software, order follow up software Digital mail box Phone, fax
<b>Expected results</b>		
Efficient coordination and realization of the buying order An optimal handling of setbacks An assessment of the supplier's service efficiency Update of the suppliers database		
<b>A4 COORDINATING SERVICES FOR SUCCESSFUL IMPORT BUYING AND EXPORT SELLING</b>		
<b><i>T1A4 Choosing service providers</i></b>		
INFORMATION	PROCEDURES (to respect) AND METHODS (to use)	HARDWARE AND SOFTWARE
<b>Internal information :</b> Database of existing service providers Main contract to be carried out Buying and selling procedures of the firm  <b>External information :</b> Offers from service providers Information on service providers Issued by third party certifiers Professional directories	<b>Procedures :</b> Recruitment of service providers (taking into account constraints in terms of delays, quality of the information, regulations, costs...) Establishment of service provider contracts Current standards and regulations Ethical and quality charter of the firm  <b>Methods :</b> Methods of selection, validation and recruitment of service providers Decision making using adapted tools	Websites and portals of service providers Electronic administration software CD-Rom with regulation statements
<b>Expected results</b>		
Selection of appropriate and reliable service providers for all operations to be externalised Optimal follow-up of the service providers' activities		

<b>T2A4 Insuring administration for operations</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Documentary transaction files Main contract Choices of the firm in terms of insurance, carrier, forwarding agent, financing... Performance indicators	<b>Procedures :</b> Administration procedures for import or export operations Standards (quality) Ethical rules  <b>Methods :</b> Choice of incoterms and calculation of associated Taking into account of legal constraints Decision making	Automatic data exchange management software (ADE) or Digital data exchange software (DDE) Supply chain management software
<b>Expected results</b>		
An efficient, effective, up to date and traceable administration of the buying and selling activities  An optimal exchange of information with internal and external parties enabling an optimal communication and data processing		
<b>T3A4 Coordinating quality control / good business activities</b>		
<b>INFORMATION</b>	<b>PROCEDURES (to respect) AND METHODS (to use)</b>	<b>HARDWARE AND SOFTWARE</b>
Reporting on incidents Contracts with service providers Follow-up documents of activities Commercial contracts and documentary transaction files Gantt charts or similar project planning charts Service providers' data base	<b>Procedures :</b> Quality control Follow-up of operations Procedures for managing and solving setbacks  <b>Methods :</b> Project planning Management of service providers Management of risks Decision making	Supply chain management software Digital mail box Telephone, printer
<b>Expected results</b>		
An efficient management of activities Partners and working processes complying with the most recent quality criteria and international standards Respect of business best practices An optimal exchange of information to internal and external parties, in order to create an optimal working processes and output		

<b>A5 MANAGING RELATIONS AND CONTACTS IN DIFFERENT CONTEXTS AND CULTURES</b>		
<b><i>T1A5 Producing messages integrating socio-cultural elements</i></b>		
INFORMATION	PROCEDURES (to respect) AND METHODS (to use)	HARDWARE AND SOFTWARE
Objectives of the mission Sociological, cultural and professional information Network database (organisations, partners, people) Models for professional communication and models of professional practices Precise description of the relationship	<b>Procedures :</b> Professional and cultural codes from the foreign country concerned Firm and partners' communication protocols  <b>Methods :</b> Group and network communication techniques in a multicultural context and in a foreign language	Office software Business contact relationship management database software CD rom with templates for EDM (electronic data management) Phone, fax, printer Professional dictionaries
<b>Expected results</b>		
<p>A good understanding of professional practices and sociological, economical and cultural environment of countries</p> <p>Diffusion of useful information on various countries' business practices towards the collaborators concerned</p> <p>An optimal use and adaptation of communication techniques depending on the person and situation</p> <p>An adequate oral and written communication in the required foreign language, respecting the codes and norms of the foreign country concerned</p>		
<b><i>T2A5 Constituting and maintaining a pluricultural network of contacts</i></b>		
INFORMATION	PROCEDURES (to respect) AND METHODS (to use)	HARDWARE AND SOFTWARE
Network database (organisations, partners, people) Precise description of the relationship (aims, human and material means) Budget of the operation Performance indicators Follow-up or piloting tools from partners	<b>Procedures :</b> Time and budget constraints Managing business contact protocols Intercultural communication codes  <b>Methods :</b> Techniques of communication, animation, meeting piloting, organisation of events Persuasive communication in a foreign language	Multimedia Presentation software Electronic mailbox Business contact database management software Video projector, sound system Office software Collaborative work tools
<b>Expected results</b>		
<p>An available up to date database and network of business contacts</p> <p>An optimal and trustful network of relations</p>		

This document has been created with the help of work done in the framework of the COMINTER European project.



COMINTER project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

