



Department for  
International Trade



# Know your Buyer: Make that Sale

DIT and RFEM exclusive for the UK rail industry



Lonsdale House, Quaker Way, Derby, DE1 3HD  
Friday 2<sup>nd</sup> February 2018, 8:30 – 15:00

The UK rail sector continues to present an international landscape. New entrants across the supply chain bring with them new demands, requirements, products and services, increasing the competitive nature of the market.

To add to the industry complexity, buyers are more sophisticated than ever. Suppliers that understand their buyers can gain competitive advantage and by doing so, are able to create a perfect match their requirements. So, how do you begin to understand your buyer?

This one-day workshop will take delegates on a buyer's journey, helping you to understand and interpret your buyer in order to guide your dialogue and engagement, increasing your likelihood to win orders.

## What you will learn:

- How buyers buy
- Who is your buyer
- Your buyers' business needs and why this is important to you
- Researching and tailoring your messaging
- Approaches to international sales conversations
- Cultural differences and the impact of language

In addition, the Department for International Trade will be there to help you understand how their global resources can help you get closer to your international buyer.

## How to book:

Attendance costs only £100 per delegate. To take advantage of this exclusive offer please complete the form provided and submit by email to [Sophia@midlandsrail.co.uk](mailto:Sophia@midlandsrail.co.uk) before 12/01/2018.



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<b>Contact information</b>	
Company Name	
Address (including Postcode)	
Website	
<b>Delegate info</b>	
Delegate Name	
Role	
Email	
Telephone	
<b>About you</b>	
Language skills – list any languages and level of fluency	
Any special dietary requirements	
Any special mobility requirements	
<b>Second Delegate info</b>	
Delegate Name	
Role	
Email	
Telephone	
<b>Second Delegate - About you</b>	
Language skills – list any languages and level of fluency	
Any special dietary requirements	
Any special mobility requirements	
<b>About your company</b>	
Provide a short overview of your company activity	
What is the extent of your international activity (company)	
When was your last export (month/year)	
What target buyer/s are you particularly keen to engage with?	

Please complete and submit to [Sophia@midlandsrail.co.uk](mailto:Sophia@midlandsrail.co.uk) to secure your place/s at which time you will be invoiced. **Registration will be complete on receipt of payment.**