

MARKETING *Club* 179th

179th Marketing Club
135th Business Club
41st Riyadh Club

Overseas Business Management

JOIN FREE

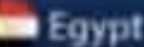


LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
14 May
2025
Wednesday

10 pm



Egypt

10 pm



KSA

11 pm



UAE

Place
Online
Zoom



Instructor

Dr. Islam Abbas
Marketing Manager

Islam Abbas



Boehringer
Ingelheim



Overseas Business Management



Remote Communication Evolution

COVID as Catalyst:

- Lockdowns forced digital adaptation
- Rapid shift to Zoom, MS Teams, Webex
- Initial resistance turned into reliance

Technology Evolution:

- High-speed internet, 5G,
- Real-time Cloud platforms
- AI-based translation tool
- Virtual tools embedded in daily ops



It came with Benefits

- 💡 Faster decisions
- 🌐 Broader reach
- 💰 Cost efficiency
- ⌚ Time savings
- 🔄 Agile responses

"With the right virtual tools in place and clear advantages in managing operations across borders, companies have become increasingly motivated and confident in embracing overseas business models."





**“Virtual
communication
evolved from a backup
tool to a strategic
enabler of
international growth.”**



GTM Models

- **Direct model:** full control, higher investment
- **Hybrid:** mix of both—scalable with supervision
- **Distributor-led:** quick entry, lower control



Distributor Model

Practical Ways to Succeed in Overseas
Business Management

or more of sales target
ating company val
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The Right Mindset - ABS



ADAPTATION AND
AGILITY



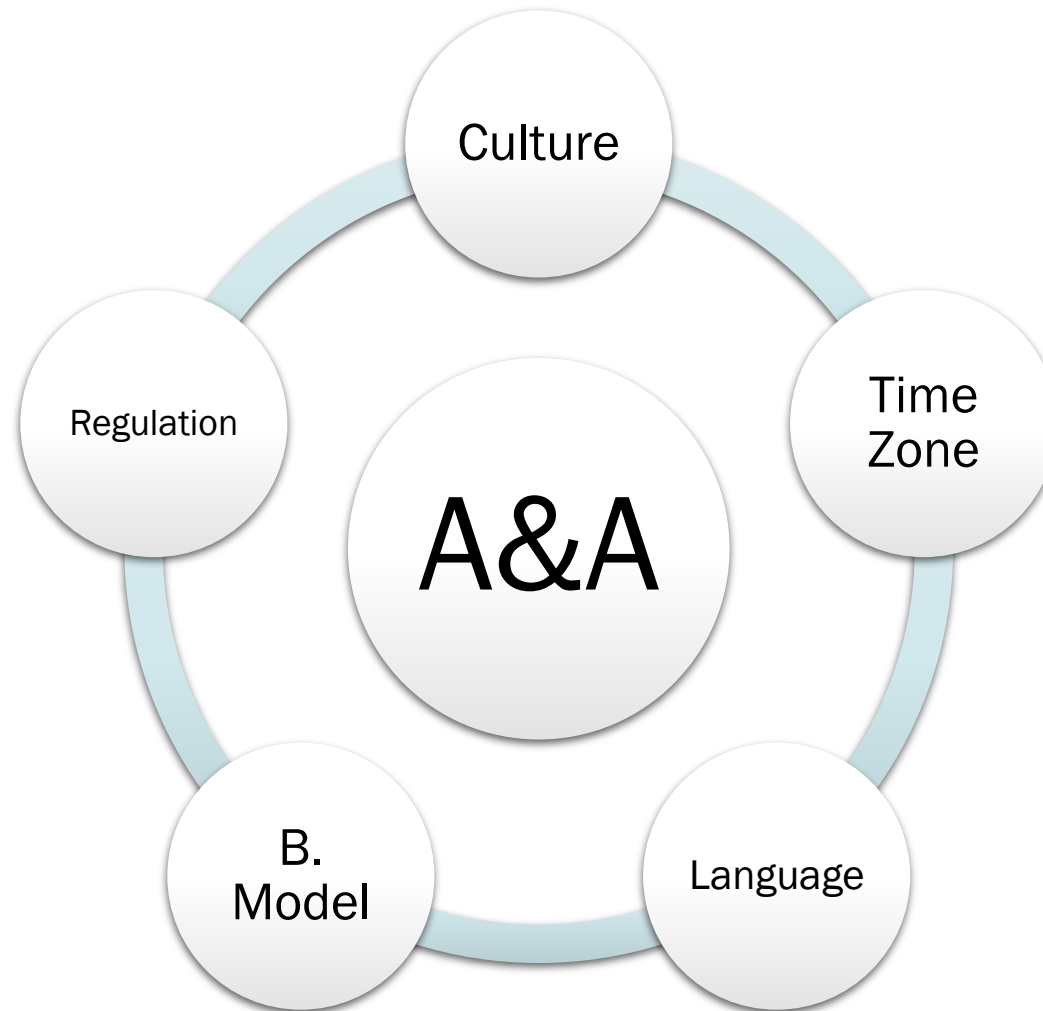
BALANCE



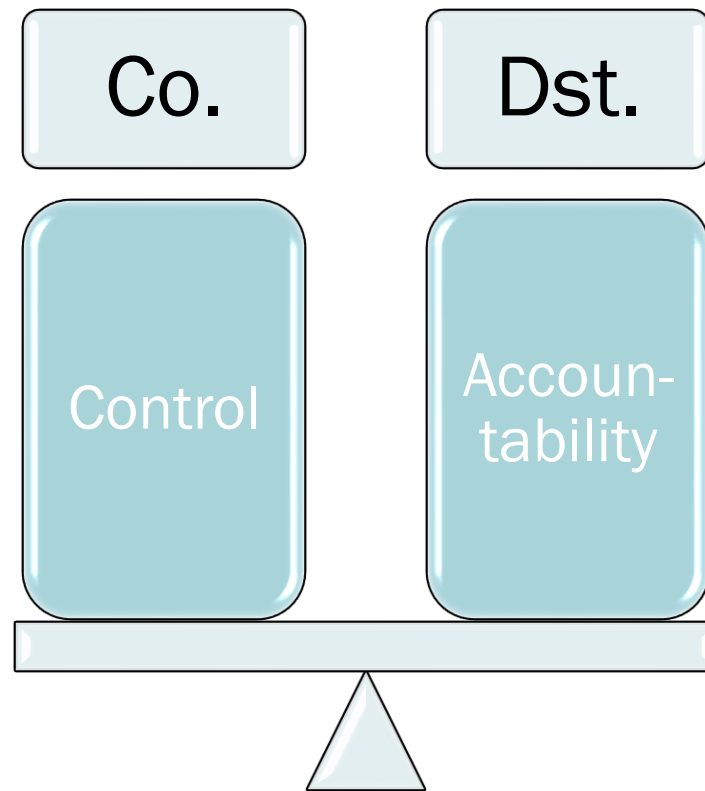
SYNERGY



Adaptation and Agility

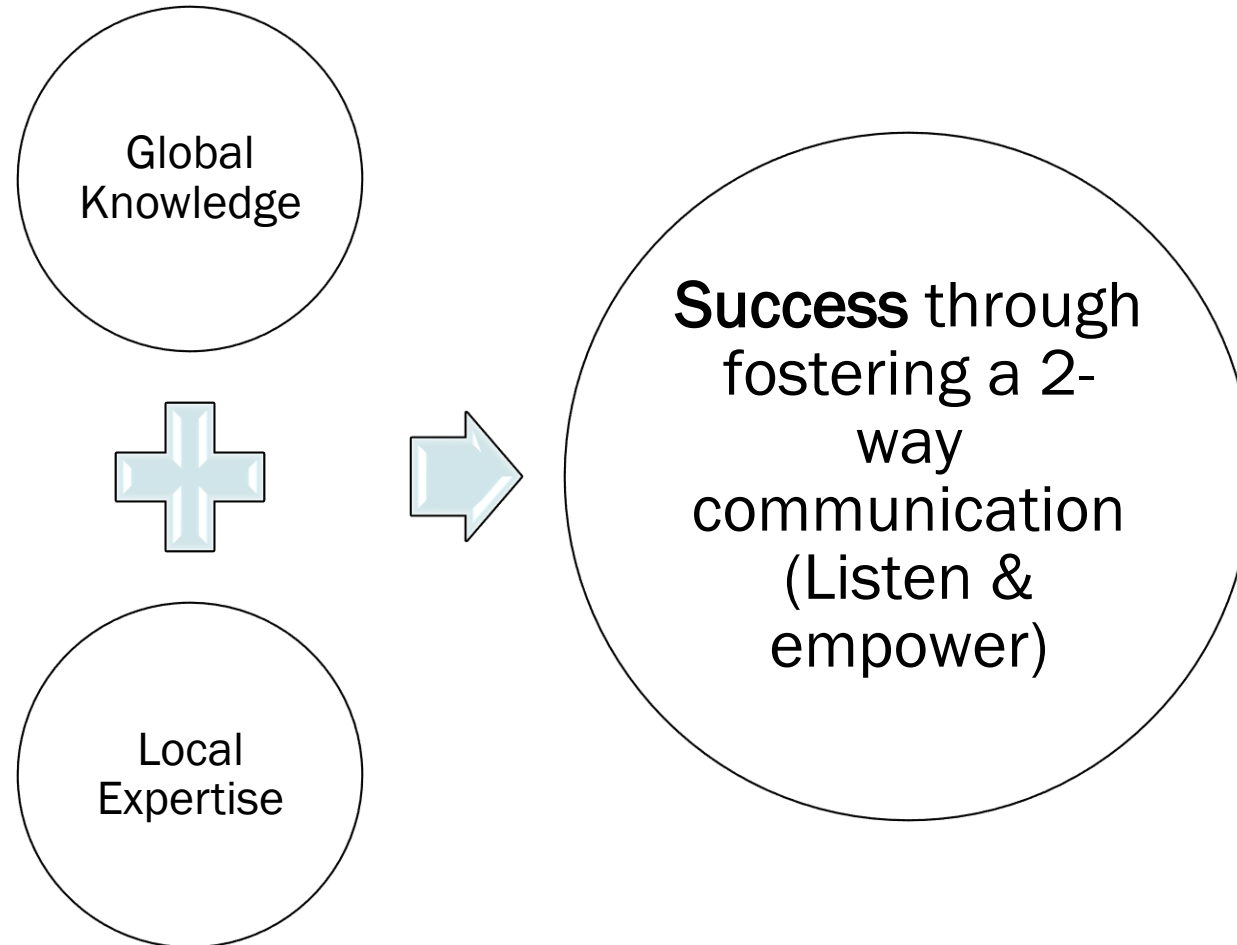


Balance



Synergy

"Act Global, Think Local."



Key Objectives

- Business Sales Objectives (Ex-company)
- Sustainable Supply
- Right Stocks in-country
- In-Market Business Objectives

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Key Aspects to Succeed

Contract

Pricing

Supply

Business

People

Stakeholders' Management



Contract

- Exclusivity

(Market regulation - Targeted Sector – Parallel Importation – Geography)

- Price

\$ avoid impact of Fx rate changes

- Volumes & Investments

Agree on annual volumes as per forecast

- Incoterms

Choose best for steady supply



Pricing

- It all starts with the targeted Market Price
- Premium – Parity – Cost Leadership
- Balance between CIF, markup and RSP to ensure a win-win

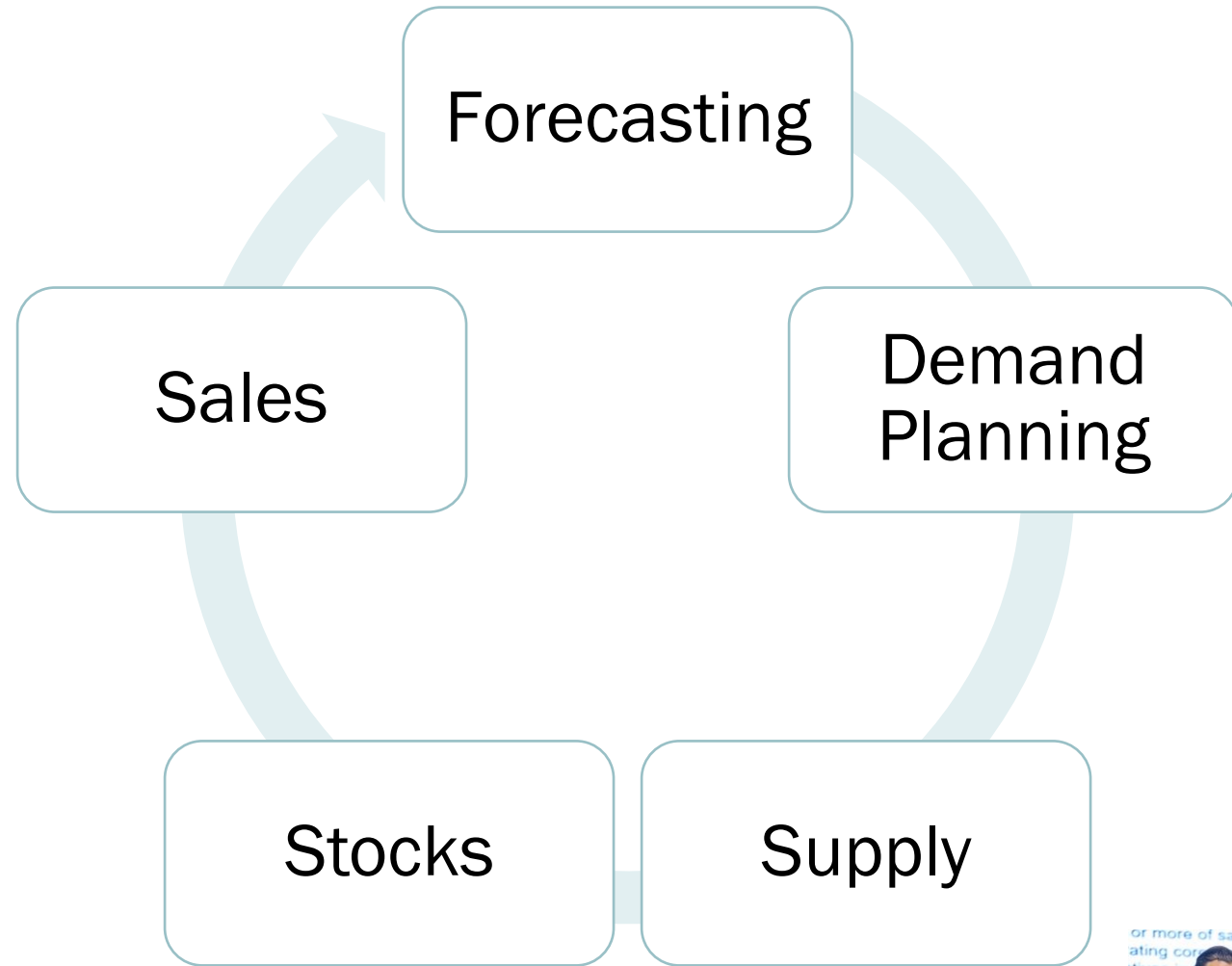
CIF price	Customs & Tariffs	Handling Fee	Landed Cost	Markup	WS Price	RSP
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Supply

Other factors might Impact Supply:

- 1- Regulatory Req.
- 2- Incoterms



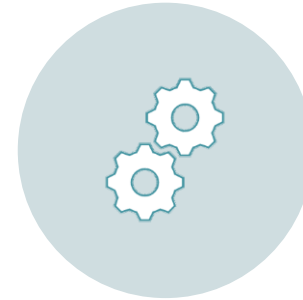
Business



BUSINESS
UNDERSTANDING



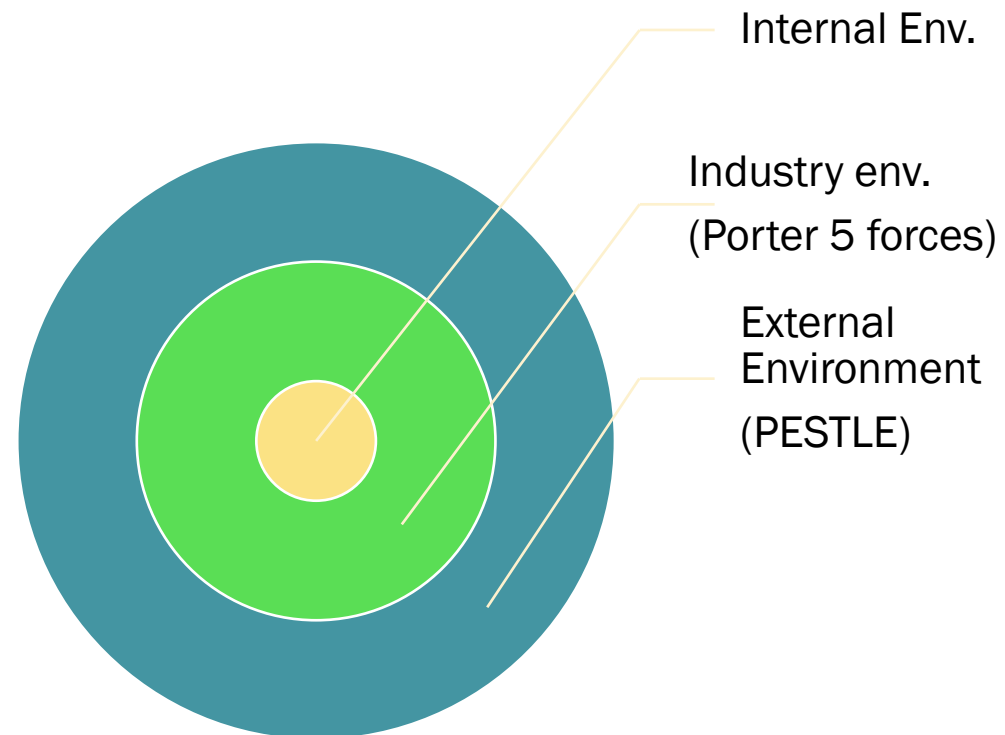
STRATEGY



SALES ENABLEMENT
AND MATERIALS



Understanding the Market



Understanding the Market

Market Size, sectors and split

Channels

Reimbursement Models

Access Model

Patient Journey

Competitive Landscape

VOC - VOS



Strategy

- Avoid one size fits all
- Strategy Co-creation – empowerment
- **Simplify your strategy**
- Clarity beats control: overcommunicate goals, priorities, and expectations
- Align on Sector – Prioritize Big players



Sales Enablement

- Empower local team with adaptable toolkits—not rigid campaigns
- Local support in translation
- Adapt message to Local tone
- Culture adaptation (Imagery)
- Simplicity & Clarity
- SF Communication Plan
- Seek for Feedback





Involve sales, medical,
regulatory and Supply early
in planning



Use shared KPIs to align
efforts-



Celebrate cross-functional
wins

People - CFT





Understand structure
of Sales team



Training – cycle
communication



Product Basket



Incentives

People – Sales Team



Stakeholders' Management

Identification

Communication

Building Trust



Identification

- Get to know the structure
- Identify Decision makers
- Who is doing what
- Get connections per accountability
- Build relationships – built on trust
- Set frequent interactions





Clearly communicate success KPIs



Frequent monthly basis calls



Quarterly Reviews



Endorse cultural differences & time zone



Language – Ensure Proper Understanding

Communication – How?



Communication – What?

- Forecasting and Demand
- Orders and Stocks
- Sales Evolution
- Market Share
- Access initiatives
- Sales & Marketing Initiatives



Building Trust

- ✓ **Consistency** – Deliver on promises, meet deadlines
- ✓ **Transparency** – Share information openly, including challenges
- ✓ **Responsiveness** – Timely replies signal respect and commitment
- ✓ **Empathy** – Acknowledge challenges, show human connection
- ✓ **Visibility** – Be present in meetings, show your face/camera





Use video calls



Share agendas and follow-up notes



Recognize contributions and celebrate wins virtually



Learn few words in their language and use it during conversations



Respect culture and special occasions



Schedule informal catch-ups

Building Trust - Tactics



Final tips & takeaways

- **Lead with listening** – the best insights come from the ground.
- **Simplify your strategy** – complexity kills execution.
- **Be flexible** – what you plan and what happens will differ.
- **Relationships are everything** – internally and externally.
- **Measure what matters** – focus on outcomes, not activity.



Thank you

Islam Abbas

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