Panel advises on regional sales, language, hard times

Three current or former international executives based in Miami made up the panel at WorldCity Connection’s fourth briefing, “Managing the Global Sales Force.”

Here are excerpts from the July 24th panel discussion.

**Michael Carricarte**, CEO of the Amadex Insurance Group, which insures more than 1 million people in Latin America.

“When building your global work force, there are three things to keep in mind – know your market, know what you’re selling and focus on a target.

“We knew that every policy we sold would have a claim eventually, so we started building our claims system.

“We do very well in bad times. Because in bad times, (Latin American countries) trust the United States.

“We compete with the $40 million and $50 million companies. But they last three years in the region and then we buy back their block or they offer us their block. Why? Because they have no focus. If you focus on your target, you will always do well.”

**Vince Daniels**, director of the International MBA Program at Florida International University and a long-time international business executive.

“We spend very little time teaching what to do when things go wrong. What do you do when there is a downturn?

“Support your distributor network. The stronger companies that remain out there, even through the tough times, don’t stop their incentive programs, don’t stop giving support to their distributor or agent network.

“Have your sales people keep those relationships going. Those connections are very important when business picks up again.”

**Walter Loy**, senior advisor, international affairs, J Poole Associates. He has lived and worked in 57 countries as an executive and diplomat.

“I cannot overemphasize how important it is to learn the language. If you are traveling to a country, learn the language, immerse yourself in it.

“The next most important thing to familiarize yourself with when traveling to another country falls in to three distinct categories: Cultural orientation, business practices and economic intelligence.

“When involved in cross-border trade, you have to comprehend the economic and political anatomy.”

Contact: johnf@worldcityweb.com