



UNIVERSITY  
OF APPLIED SCIENCES  
UPPER AUSTRIA

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# B2B Marketing and Salesbarometer

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HAGENBERG | LINZ | STEYR | WELS

# Introduction



- CEE as one of Austria's most important destinations for internationalization
- Analyze activities, fill experience pool, concentration of knowledge
- Increase of „cooperation awareness“
- Assistance of companies in their effort to expand

# Methodology

- 232 sales representatives were surveyed about activities in CEE



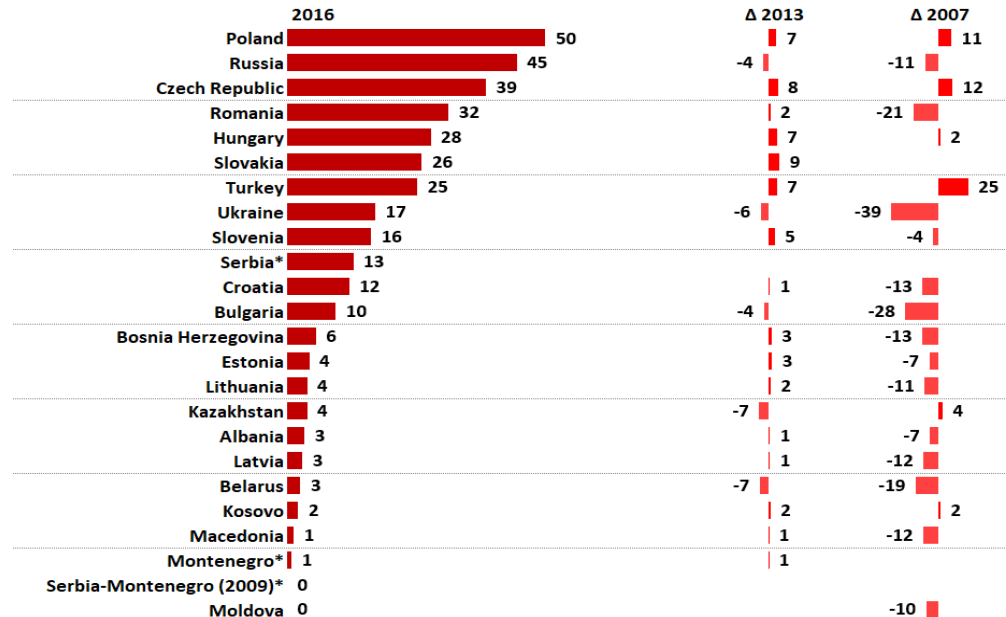
- Majority of respondents from manufacturing sector (55%)  
Others out of trade/energy and finance sector

- Done via telephone interviews by CATI (72% of respondents) and online survey (29% of respondents)

- Sales Managers (35%) and members of the management board (27%) accounted for most of the responsibilities

# Attractiveness of markets in the next 10 years

Which 5 countries are the most attractive markets for your company in the next 10 years?



\*no reference value for 2007 and 2013 available

Poland, Russia and the Czech Republic are the most attractive markets

# Reasons for market entry

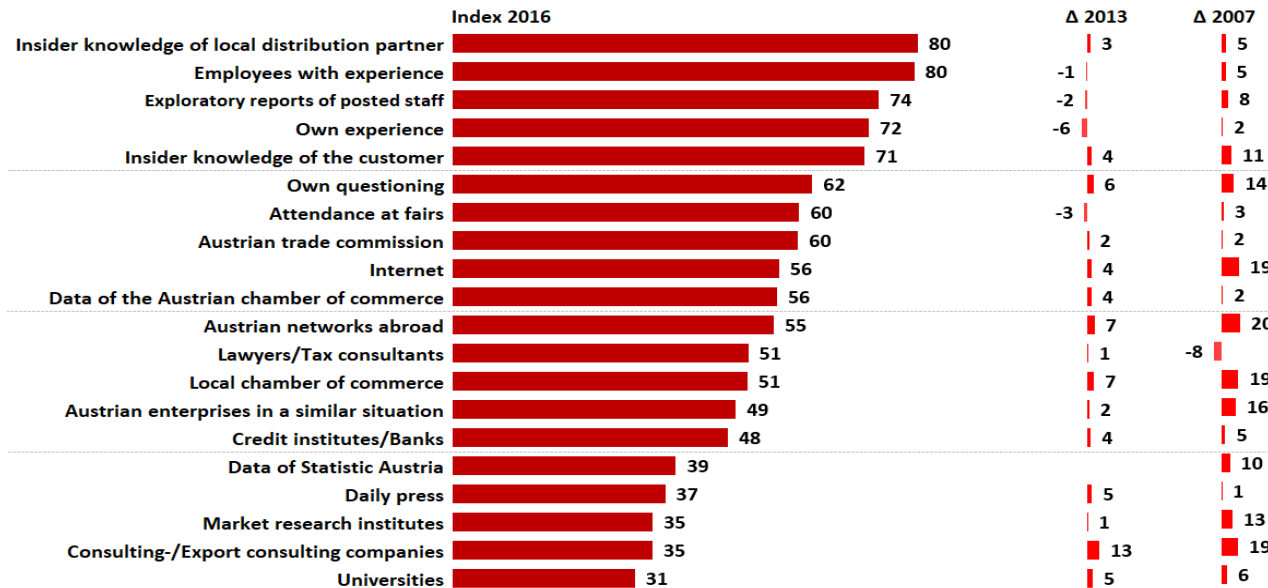
## How important were the following reasons for the market entry in...?

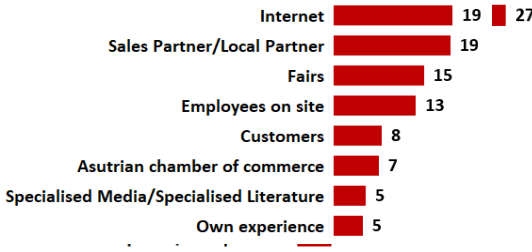


Market potential and market size are most important reasons

# Sources of Information used

How helpful were the following sources of information for your company during the preparatory phase of the market entry?



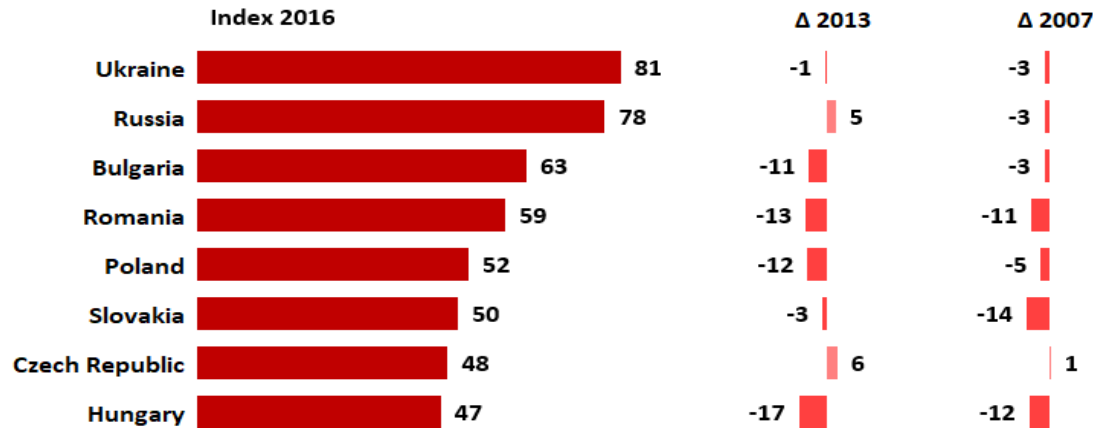


# In your experience, which information source is the most useful for which information?

Economic Indicators	Information about cultural particularities
Austrian chamber of commerce 30	Internet 27
Internet 15	Employees on site 19
Other statistics 11	Own experience 16
Banks/Insurances 10	Chamber of commerce 9
Austrian Federal Economic Chamber 6	Sales Partner/Local Partner 8
Statistic Austria 4	Austrian Federal Economic Chamber 3
Chamber of commerce 4	Assessments of the customers 3
Media in general 3	Books/Literature 2
Information about Sale Channels/Partners	Information about potential customers
Internet 15	Internet 19
Chamber of commerce 13	Sales Partner/Local Partner 19
Employees on site 13	Fairs 15
Sales Partner/Local Partner 11	Employees on site 13
Fairs 10	Customers 8
Customers 9	Asutrian chamber of commerce 7
Platforms and Networks 9	Specialised Media/Specialised Literature 5
Austrian Enterprises/Competitors 5	Own experience 5

# Differences in the business activity compared to Austria

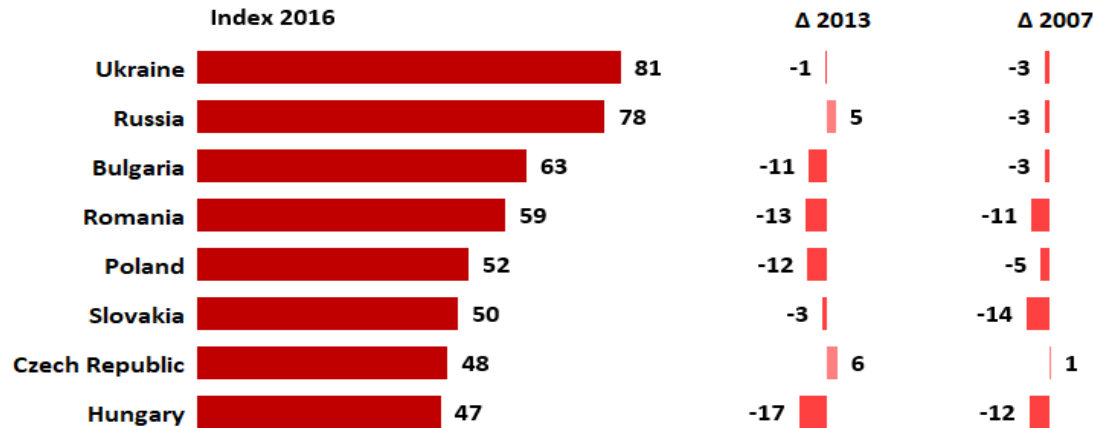
How different do you think business activities are in ... compared to Austria?





# Differences in the business activity compared to Austria

How different do you think business activities are in ... compared to Austria?



## If you have to characterize the country in two criteria. What is an absolute **MUST DO/NO GO** to be successful in the respective country?

	Do's	Dont's
<b>Ukraine</b>	<ul style="list-style-type: none"> <li>local contacts/employees/distribution partners</li> <li>linguistic and cultural knowledge</li> </ul>	<ul style="list-style-type: none"> <li>making no distinction in the business activity</li> <li>delicate conversation topics from politics, history, environment, etc.</li> </ul>
<b>Russia</b>	<ul style="list-style-type: none"> <li>openness, personal contact maintenance</li> <li>local contacts/employees/distribution partners</li> <li>linguistic and cultural knowledge</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>violation of arrangement (e.g. contract deadline)</li> </ul>
<b>Bulgaria</b>	<ul style="list-style-type: none"> <li>local contacts/employees/distribution partners</li> <li>build and maintain a network</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>too high prices</li> </ul>
<b>Romania</b>	<ul style="list-style-type: none"> <li>openness, personal contact maintenance</li> <li>local contacts/employees/distribution partners</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>disregard of the mindset/mentality of the exporting country</li> </ul>
<b>Poland</b>	<ul style="list-style-type: none"> <li>openness, personal contact maintenance</li> <li>linguistic and cultural knowledge</li> </ul>	<ul style="list-style-type: none"> <li>disregard of the mindset/mentality of the exporting country</li> <li>violation of arrangement (e.g. contract deadline)</li> </ul>
<b>Slovakia</b>	<ul style="list-style-type: none"> <li>linguistic and cultural knowledge</li> <li>equal rights, respect</li> <li>understanding of different mentality/wishes/claims</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>disregard of the mindset/mentality of the exporting country</li> <li>lack of respect, no honesty</li> </ul>
<b>Czech Republic</b>	<ul style="list-style-type: none"> <li>linguistic and cultural knowledge</li> <li>local contacts/employees/distribution partners</li> <li>equal rights, respect</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>delicate conversation topics from politics, history, environment, etc.</li> </ul>
<b>Hungary</b>	<ul style="list-style-type: none"> <li>linguistic and cultural knowledge</li> <li>understanding of different mentality/wishes/claims</li> <li>equal rights, respect</li> </ul>	<ul style="list-style-type: none"> <li>unfriendliness/arrogance</li> <li>no local contact person</li> </ul>

Thank you