How to Win and Lose Contracts with American Companies

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25 April 2019
1969 vs. 2019

It’s a blurred line between _____ and _____ for the next 5 years.
The Tale of 2 Shipyards

Newer doesn’t mean better...depending on ______ ________.
What Makes a Hotel 5-Star?

50% facilities and services (hard) + 50% on ________ (harder).
The Other Meaning of CSR

Yes, Corporate Social Responsibility is _____ ___________, too.

• Cultural competence
   (Foreign Corruption Practices Act)
• Sensitive security
• Role and responsibility
THANK YOU

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3 Secrets to Win Your Next Contract

• Start with our needs
• Focus on results WIIFM, not your products
• Master cultural intelligence