

## **TERM OF REFERENCE N. 09/2020**

### **TRAINING SERVICE**

#### **Hiring training services in sales for United States of America during a sales training week offered to rural entrepreneurs**

#### **I. GOAL**

Hiring training services in sales virtually for USA for rural entrepreneurs affiliated with the Agro.BR project, coordinated by the Brazilian Confederation of Agriculture and Livestock – CNA in partnership with the Brazilian Trade and Investment Promotion Agency – Apex-Brasil.

#### **II. SCOPE**

To educate, guide and train rural entrepreneurs participating in the Agro.BR on the specific aspects of negotiation with potential customers or partners from USA, with an emphasis on sales discourse, attention to particularities and cultural habits and case studies used as reference, during a sales training week promoted by virtual classes.

#### **III. ABOUT AGRO.BR**

Agro.BR's primary goal is to educate and train Brazilian rural entrepreneurs on exporting, along with broadening their presence in foreign markets. Considering this purpose and based on the experience obtained from conducting various activities within the scope of this project, including virtual business negotiations with international buyers, was noticed a need for support and instruction on negotiating with potential customers or partners in other countries.

USA stand as an important commercial option and a key strategic market for Agro.BR. and there is an understanding that respect and attention to cultural particularities can reflect positively on the outcome of a negotiation.

#### **IV. ABOUT THE SALES TRAINING WEEK**

The Sales Training Week promoted by CNA will be held as virtual classes between November 23 and 27 of 2020, primarily focusing on increasing the opportunities for success in negotiations between Brazilian rural entrepreneurs and potential buyers or partners in four priority markets: China, the United States, Europe and South America.

The preliminary schedule is as follows:

November 23 (Monday), time to be defined: Opening / General Negotiation Tips / About pricing for export / Participation in a virtual business meeting

November 24 (Tuesday), time to be defined: How to negotiate with a buyer from China? Special features, focal points and general tips.

November 25 (Wednesday), time to be defined: How to negotiate with a buyer from the U.S.? Special features, focal points and general tips.

November 26 (Thursday), time to be defined: How to negotiate with a buyer from Europe? Special features, focal points and general tips.

November 27 (Friday), time to be defined: How to negotiate with a buyer from South America? Special features, focal points and general tips.

**In view of the general schedule above, it should be emphasized that this term of reference is limited to contracting sales training services for United States. The parties responsible for sales training in other markets will be contracted based on specific terms of reference.**

The virtual platform provided for the training presentations is under CNA's responsibility and allows interactions between the public and the lecturer in order to resolve any questions via text messages (chat).

Registration will also be conducted by CNA for those interested in participating in this sales training week, provided that they are a member of Agro.BR.

At the end of training, a completion certificate will be sent to the participants by CNA.

## **V. PRIORITY SECTORS**

The plan is to have training that is focused on certain sectors that are prioritized by Agro.BR. Among the rural entrepreneurs participating in the project, the following categories are cited: vegetables, flowers and fresh and processed fruits (including juices, dried fruits, spices and seasonings, nuts, almonds and peanuts, and others); aquaculture and processed fish products (whole fish and fillets, seafood, exotic fish); honey and derivatives; coffee (green, instant and special); dairy products (the entire production chain, particularly cream and cheese); cocoa and chocolate.

## **VI. GENERAL CONTENT FOR TRAINING**

The expectation is that this training will be adequate for clarifying and providing guidance to the Brazilian rural entrepreneur as to the principal specificities of USA and the potential American customer or partner with an impact on a negotiation or business relationship.

Essential content for the training is listed below, which can be adjusted or augmented according to an assessment by the person responsible for the presentation, in joint agreement with the CNA technical team ahead of the event.

- Introduction to the subject and content to be presented;
- A brief presentation of the speaker's experience;

- A brief presentation of relevant and appealing commercial information on the market;
- A presentation on the most unique features of the American culture and customs;
- Key differences between local habits and Brazilian habits;
- Guidance on negotiations with a potential buyer or partner in USA;
- Focal points and precautions during the negotiation;
- Report on personal and third-party practical experience;
- Answering general questions from participants;
- Conclusion.

## **VII. REQUIREMENTS FOR THE SERVICES TO BE PROVIDED**

- Experience in the American market;
- Technical understanding of consumption habits in USA, mastery of local culture, typical practices in business meetings, awareness of possible legal restrictions, tariff and non-tariff barriers, as well as more relevant commercial information;
- Experience in training activities focused on sales, negotiations or similar content;
- Availability to conduct training on the scheduled date.

## **VIII. PROPOSAL SUBMISSION AND EXPLANATIONS**

The value proposition for offering the service described above must be submitted in detail, including taxes and fees and documents attesting to compliance with the established requirements.

The supplier shall submit prices that are compatible with the market. The decision on the proposal's conformity to the requirements of this request is solely that of CNA.

Lastly, the applicant shall submit their proposal to the following emails: [agro.br@cna.org.br](mailto:agro.br@cna.org.br) by **7:00 pm (Brasília, Brasil time) on November 6, 2020**. Any questions should be sent by e-mail to the above-mentioned recipient before the formal proposal is submitted.

## **IX. SELECTION AND BILLING**

The prospective supplier that meets all the requirements stated above and which submits the lowest price proposal will be selected to provide this service.

The invoice or billing document should contain the following information:

1. Supplier name and location;
2. Invoice number or billing document, date of issue and expiration date;
3. Name and address of CNA, as follows:

*CONFEDERAÇÃO DA AGRICULTURA E PECUÁRIA DO BRASIL (CNA)*

*CNPJ (Corporate Taxpayer ID): 33.582.750/0001-78*

*Address: SGAN Quadra 601, Módulo K, Edifício Antônio Ernesto de Salvo – Brasília/DF*

*ZIP CODE: 70.830-021*

4. Description of services provided;
5. The total amount of the invoice or billing document;
6. Bank transfer details.

## **X. FINAL CONSIDERATIONS**

After receiving the proposals/bids, CNA will be able to negotiate with the company that offered the lowest price quote in order to reach the best possible arrangement.

The contracted supplier must execute the activities contained in this Term of Reference accordingly with the highest standards of expertise, professional and ethical integrity.

Copyrights or anything on the materials and products produced/drafted by the supplier, within the scope of this service provision, including original documentation, specifications, compiled programs and sources, database, digital files, tables, graphs, photos, records, and all the information obtained and the methods developed in the context of the contracted objective will automatically and exclusively revert to CNA, which may dispose of them in the way it sees fit, and their total or partial reproduction will be conditioned to the prior and express authorization of CNA, even after the provision of the service has been completed.

The contracted consultant is forbidden to speak on behalf of CNA and/or other entities that are part of the CNA System, including to members of the press, on any matters related to it, unless given prior and express authorization.

Participation in the bidding process implies a full, absolute, unrestricted and irrevocable agreement with all the provisions contained in this Term of Reference.

Brasília/DF, October 16, 2020.