



Global Bilingual Sales Competition **STUDY GUIDE**

FIU

Business

FLORIDA INTERNATIONAL UNIVERSITY



OVERVIEW for *GBSC Competitors*

This manual has been developed for the students competing in the Global Bilingual Sales Competition (FIU-GBSC). The product sponsor is DHL Express. DHL Express U.S. provides *Export* and *Import* Services between countries outside of the United States. The company does not offer domestic courier and shipping services.

For purposes of this competition, you will focus on four zones:

- ✓ Chile
- ✓ Spain

You will find the following materials in this guide. You are also encouraged to visit the FIU-GBSC website for supplemental materials.

- ✓ General Company Information (pages 3-4)
- ✓ Product Information (pages 5-9)
- ✓ Needs Discovery & Pricing Guidelines (pages 10-15)
- ✓ Country Specifics (pages 17-20)

Good Luck!



DHL Express USA Facts

DHL EXPRESS U.S. MOVES YOUR BUSINESS AROUND THE WORLD QUICKLY, SAFELY AND RELIABLY

Continuous Investment = Speed With No Limits

DHL Express continuously invests in network enhancements to improve service quality – resulting in faster transit times and greater delivery and pickup options for you.

- In 2016, DHL activated a \$47 million sorting system to optimize processing at its CVG hub, as part of a \$108 million investment in automation and infrastructure
- In July 2016, DHL opened a new retail service center in lower Manhattan catering to the time-sensitive international shipping needs of New York's Financial District
- To meet growing customer demand, in 2016 DHL opened and expanded service centers across the U.S. – in places including New York City, Chicago-Midway and Memphis

Unrivalled Security = Peace of Mind

DHL Express U.S. ensures the safety of your shipments all over the world using our secure network system.

- Approximately 300 TAPA-certified facilities across the globe – including more than 10 facilities in the U.S. and counting, the Cincinnati and Miami Hubs, and the New York and Los Angeles Gateways
- Member of the Certified Cargo Screening Program (CCSP) and Customs-Trade Partnership Against Terrorism (C-TPAT), helping to secure U.S. borders
- Participant in the Air Cargo Advanced Screening (ACAS) program – a set of enhanced pre-departure screening protocols designed to prevent the loading of high-risk cargo at overseas airports onto flights bound for the U.S.
- Quality Control Centers (QCCs), located in Cincinnati, East Midlands, Leipzig, and Singapore, monitor shipments to and from the Americas region in real-time on a 24/7 basis
- CCTV camera systems constantly monitor shipments at all DHL Express U.S. hubs, gateways and service center locations

Awards and Certifications = Service and Reliability

Our awards and certifications demonstrate our commitment to service excellence and that we are indeed the specialists in international shipping.

- Certified Top Employer in the U.S. – in 2015 and 2016 by the Top Employer Institute. DHL was one of only eight companies worldwide to earn the Global Top Employer Award in 2016
- DHL won its fourth consecutive U.S. EPA SmartWay Excellence Award in 2016 for industry leadership in freight supply chain environmental performance and energy efficiency
- Multiple gold, silver and bronze awards for sales and customer service earned at the 2015 and 2016 Annual Stevie Awards
- DHL Express Americas, Europe and Asia Pacific all earned coveted ISO 9001:2008 quality management certification for express distribution services of documents and packages

DHL EXPRESS U.S. BY THE NUMBERS



OVER 200 U.S.
FLIGHTS EVERY
WEEKDAY



OVER 6,000
EMPLOYEES



99 SERVICE
CENTERS



4 INTERNATIONAL
HUBS & GATEWAYS
IN THE U.S.



HELICOPTER SERVICE
IN 3 CITIES:
CHICAGO, LOS ANGELES
& NEW YORK



OVER 170,000
SHIPMENTS
PICKED UP AND
DELIVERED DAILY



MORE THAN 6,300
AUTHORIZED
SHIPPING CENTERS



OVER 3,100
VEHICLES



100% GREEN FLEET
IN MANHATTAN



Export Services

TIME DEFINITE EXPORT SERVICES

DHL Express 9:00	Time-sensitive: guaranteed delivery next possible business day by 9:00 a.m.*
DHL Express 12:00	Time-sensitive: guaranteed delivery next possible business day by 12:00 noon*
DHL Express Worldwide	Guaranteed delivery by end of next possible business day**
DHL Express Envelope	Guaranteed delivery by end of next possible business day – documents weighing up to 10 oz./0.6 lbs.**

Enjoy the convenience and user-friendly export services offered by DHL Express.

- Global network, with reach to more than 220 countries and territories
- Ideal for time-sensitive shipments with early delivery and late pick-up times in most major cities
- Shipment clearance technology
- Unparalleled Customs expertise
- Complete tracking visibility
- Fast and reliable transit times

Optional Services – Extend Your Shipping Choices

DHL offers a breadth of Optional Services – from non-standard deliveries and billing options to climate neutral shipping. With a flexible choice of service enhancements, you have added convenience when using our express delivery services worldwide.

- Shipment Preparation
- Duties and Taxes Paid (DTP)
- Shipment Value Protection
- Non-Standard Delivery & Pick-up
- Saturday Delivery[†]
- GoGreen Climate Neutral Delivery

For more information about Optional Services please visit the Optional Services section at www.dhl-usa.com.



Import Services

TIME DEFINITE IMPORT SERVICES

DHL Import Express 10:30	Time-sensitive: guaranteed delivery next possible business day by 10:30 a.m.*
DHL Import Express 12:00	Time-sensitive: guaranteed delivery next possible business day by 12:00 noon*
DHL Import Express Worldwide	Guaranteed delivery by end of next possible business day**

Shipping Directly Between Two Countries (Outside of the U.S.)

You can also use your Import Express Account for third-country movements (document and non-document shipments that move between two countries outside of the U.S., but billed in the U.S.). Third-country movements save you time and money by eliminating the need for storage and additional steps in your supply chain. Plus, neither the shipper nor the consignee needs to have a DHL account number.

- Third-country movements by 9:00 a.m.:
Time-sensitive, guaranteed delivery by 9:00 a.m.*
- Third-country movements by 12:00 noon:
Time-sensitive, guaranteed delivery by 12:00 noon*
- Third-country movements by end of next possible business day**

Optional Services – Extend Your Shipping Choices

DHL offers a breadth of Optional Services – from non-standard deliveries and billing options to climate neutral shipping. With a flexible choice of service enhancements, you have added convenience when using our express delivery services worldwide.

- Handover to Broker
- Payment Deferment
- Single Informal Clearance
- Bonded Transit Doc
- Plus, much more

For more information about Optional Services please visit the Optional Services section at www.dhl-usa.com.



Optional Upsell Services

OPTIONAL SERVICES

Optional services	View explanation	How we charge	Additional charge
Change of Billing		Per shipment	\$14.00
Duties and Taxes Paid (DTP)		Per shipment	\$15.00
GoGreen Carbon Estimate Report		Per report	\$300.00
GoGreen Carbon Footprint Report		Per year	\$1,000.00
GoGreen Climate Neutral		Per shipment	Export: \$0.06 per lb. with a \$0.12 minimum Import: \$0.06 per half kg. with a \$0.12 minimum
Monthly Pickup Service		Per month	\$44.00
Neutral Delivery		Per shipment	\$20.00
Non Standard Pickup		Per Pickup Stop	\$4.00
Saturday Delivery		Per shipment	\$50.00
Shipment Preparation		Per shipment	\$20.00
Shipment Value Protection		Per shipment	Export: \$1.00 per \$100.00 of coverage, \$3.00 minimum Import: \$1.00 per \$100.00 of coverage, \$10.00 minimum

***SHIPMENT VALUE PROTECTION (SVP):** This is an option for all customers to protect & refund the declared value of their shipment in case of any quality issue occurrence during the DHL shipment transit. If a claim needs to be filed and the customer enrolled in SVP, the DHL Cargo department will cut a refunded check and be mailed to the customer via USPS.

MyDHL+: <https://www.info.mydhl.express.dhl/> Customer Facing Shipping Platform

With its intelligent, streamlined interface, MyDHL+ uses your preferences to guide and improve your experience. From predictive address entry to real-time error correction, it's more of the features you want and less of those you don't. The result is a less complicated process that delivers exactly what you need, exactly when you need it.

MyDHL+ delivers complete visibility, making it easy to access critical shipping information you need to stay informed and up to date. Set up alerts and notifications to instantly see shipment status, account details, rates, fees and more. Plus, it's simple to share information with anyone, anywhere.



We know you want to get in, get out and get it there – fast. With fewer steps and greater functionality, MyDHL+ integrates your most important online shipping services all in one place, all in one powerful tool. So it's faster and easier than ever to ship your way, on your schedule, on your terms.

**Promo video included in link

Determining a Potential Opportunity

Steps for Understanding the Buyer's International Business

- Understand Business Profile:** What does your business do? Goals?
- Understand Commodity:** What do you import? Assembled parts or finished goods?
- Identify at least 3 particular needs required by the Buyer**
- Identify trade lanes:** Where does the Buyer's product import from and/or export to?
 - ✓ **IN (Import, Inbound):** Where are your suppliers/manufacturers located?
 - ✓ **DO (Business Processing):** Once you receive your product, what do you do with the commodities you received? Sell them in a brick & mortar store, online store, repackaging them, etc...?
 - ✓ **OUT (Export, Outbound):** Where are your end customers located?
- Identify previous/current providers:** What are the current/previous obstacles experienced from the previous/current provider that DHL may be able to address?
- Identify the Impact to the Buyer's business of those obstacles experienced.**
 - ✓ **Tip:** Identify the impact to the company, the Buyer's department, end consumers and the decision maker.
- Once you've identified enough business and shipping information to understand the customer's needs and potential solutions needed, transition to FABing the DHL Solutions targeting the specific Buyer's needs.**
 - ✓ **Features:** What is it?
 - ✓ **Advantages:** What it does?
 - ✓ **Benefits:** How it benefits the customer's specific needs?

Sample *Situation* Questions

1. What are your company/department objectives?
2. What are your future expansion plans?
3. How do you enter into country/market?
4. Are you planning any new product introductions? If so, what?
5. What criteria do your customers judge you on?
6. What is the decision making process for selecting a partner?
7. What are 3 things you look for when choosing an express carrier?
8. Besides, price what else affects your overall shipping needs?
9. Explain to me your current shipping process?
10. How do your goods come in? How are your goods processed?
11. What zones/countries do you ship your goods to?
12. What express carriers do you currently use for outbound shipments?
13. Are your shipments time sensitive? What express services do you use?
14. How many packages do you ship per day/per month?
15. What is the average weight range of your shipments? What are the typical dimensions of your shipments?
16. Any special handling requirements?
17. Are your shipments insured? Do you require insurance?
18. How do you currently process your shipments?
19. How much do you spend per month with your current carrier?

Sample *Problem* Questions

1. If there was anything you could change about your current shipping process what would it be?
2. What are the bottlenecks in your current shipping process?
3. What challenges do you face in shipping internationally?
4. What are the difficulties in working with numerous suppliers?
5. Which countries are proving to be the most challenging to deal with?
6. What areas create the most difficulties, dissatisfactions, challenges?
7. What are you trying to avoid this year?
8. What improvements would you like to see with your carrier's customer service?
9. What issues could effect your customer's perception of your product?
10. What would your customers say they would like changed about your shipping process?
11. What countries have you experienced customs delays in?
12. What difficulties do you encounter with customs delays?
13. What challenges do you face due to delayed transit times?
14. What difficulties do you have completing export documentation?
15. What delays do you incur when your paperwork is not complete?
16. What challenges do you face when shipping to these various countries?

Frequently Asked Questions

What are common needs identified by customers looking to switch logistics providers?

- ✓ Speed, Price, Reliability, Network Support, Account Representation, Security, Market Reach, Shipping Value Protection, and more.

How does DHL Express maintain a 96% reliability rate?

- ✓ DHL electronically transmits a customs invoice manifest to the destination country in order to begin performing the customs clearance process for receiving the shipments. Due to this *proactive* clearance process, once shipments arrive, they will be cleared and ready for sorting onto the courier vans. This process is known as '*Wheels Up Clearance*'.

How long does DHL Express take to deliver a shipment?

- ✓ Shipment deliveries through DHL Express are expected to be completed within 1-3 business days, pending on Custom Clearance process (potential delays in the import clearance process).

How does DHL Express bill a customer?

- ✓ DHL Express will charge the customer's commercial export/import account once the shipment delivers.
- ✓ DHL bills a customer based on the greater of two weights: *Actual* vs. *Dimensional* (Volumetric).

How can customers pay their invoices?

- ✓ *MyBill* is an online billing platform allowing the customer to set up shipping accounts that can pay/dispute all invoices through a business credit card or e-checking account.

Frequently Asked Questions

What is the different between Actual vs. Dimensional Weight?

- ✓ Actual Weight = Weight of Commodity on a General Scale
- ✓ The cost of a shipment can be affected by the amount of space that it occupies on an aircraft, rather than the actual weight. This is the *Volumetric* (or dimensional) weight. It reflects density of a package. A less dense item generally occupies more volume of space, in comparison to its actual weight.
- ✓ The *Volumetric* or dimensional weight is calculated and compared with the Actual weight of the shipment to ascertain which is greater; the higher weight is used to calculate the shipment cost.
- ✓ Dimensional (Volumetric) Weight = $L \times W \times H / \text{Industry Divisor}$
 - **Export: $L \times W \times H$ (inches) / 139 = Dimensional Weight in Pounds**
 - **Import: $L \times W \times H$ (centimeters) / 5000 = Dimensional Weight in Kilograms**

Be sure to use the **online calculator** at:

http://www.dhl.com/en/tools/volumetric_weight_express.html

Do the shipping cost include the fuel surcharges?

- ✓ DHL Express shipping rates do not include any fuel surcharges.
- ✓ The fuel cost is a % upcharge from the entire shipping rates.

How much does it cost to pick up a shipment?

- ✓ There is a \$4.00 *Pick Up Fee* per shipment.

DHL Pricing Guidelines

As a field representative, you will need to calculate the buyer's potential monthly shipping volume based on incoming revenue based on charged weights by DHL Express.

STEP 1. Determine if the shipment is an **export** or **import** opportunity so that you can correctly calculate the correct weight metrics.

- ✓ Export = Inches/Pounds
- ✓ Imports = Centimeters/Kilograms).

STEP 2. Determine the weight of the shipment (volumetric)

STEP 3. Determine the rating zone of the destination.

STEP 4. Determine the rate of the shipment using the rating zone and weight of the shipment

IMPORTANT: Fuel cost is not included in the shipping rates **Pricing Sheets**. The fuel surcharge is a flat percentage of the cost of shipping added on to the subtotal of the shipment cost.

FUEL SURCHARGE FOR ROLE PLAYS = 5.0%

How to Calculate the Fuel Cost into the Shipping Quote:

Example: \$550 Shipping Cost X 5% = \$577.50 (Shipping cost + 5% fuel surcharge)

***To aid in your preparation for the role play, please refer to the **Export or Import Pricing Sheets**.**

DHL Pricing Examples

EXPORTING

- A customer is shipping three (3) shipments to Chile per month. Each shipment has an Actual Weight of 5 LBS.
- Each package's dimensions are 12 in (L) x 10 in (W) x 12 in (H).
 - Multiply $(L \times W \times H)/139 = \text{Dimensional Weight}$
 - Dimensional Weight = 10.36 LBS
 - Round up to next whole number = 11 LBS.
- Compare the Actual vs. Dimensional: 11 LBS x 3 per month = 33 Dimensional LBS vs. 15 Actual LBS.
- Quote on the 33 Dimensional LBS from the pricing sheet according to Zone. For Chile, this is \$246.65. Fuel charge changes every month, however, let's assume is 5%, the final price of the shipment is $\$246.65 \times 5\% = \258.98

IMPORTING

- A customer is importing from Spain, three shipments into the USA per month. Each shipment has an Actual Weight of 6 KG.
- Please note that imports are always quoted in CENTIMETERS and KILOGRAMS.
- Each package's dimensions are 30 cm (L) x 40 cm (W) x 30 cm (H)
 - Multiply $(L \times W \times H)/5000 = \text{Dimensional Weight}$
 - Dimensional weight = 7.2 KGS
 - Round up to next half kilogram in KGS = 7.5 KGS
- Compare: 7.5 LBS x 3 per Month = 22.5 Dimensional KGS vs. 18 Actual KGS.
- Quote on 22.5 Dimensional KGS from the pricing below according to Zone. For Spain, this is $\$264.50 \times 5\%$ fuel surcharge = **\$277.72 per month**



LEARN MORE ABOUT EXPORT & IMPORT COUNTRY GUIDELINES & INFORMATION

UNITED STATES OF AMERICA

- http://www.dhl-usa.com/en/country_profile/import_guidelines_express.html
- **Get To Know:** http://www.dhl-usa.com/en/express/small_business_solutions/country_facts/country_facts_usa.html#business_basics

SPAIN

- **Get To Know:** http://www.dhl-usa.com/en/express/small_business_solutions/country_facts/country_facts_spain.html

CHILE

- **Get To Know:** http://www.dhl-usa.com/en/express/small_business_solutions/country_facts/country_facts_chile.html

Additional sales presentations specific to the role play countries can be found below:

