



## **China: Personal Opportunity Vs. Business Opportunity**

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When we are working in the western countries, we have been trained to look for business opportunities. Any CRM (Customer Relationship Management) software defined business opportunity and divided the business development and sales cycles in to steps. The main approach is to look for a business win-win between the businesses (B2B) or between the business and customer (B2C). In this perspective, a sale can be done if the business/customer needs the product/service and the sale execution will contribute to the end customer.

Therefore, when we look for a business opportunity we look for the contribution for our business to the other business/customer. If we can find the contribution than we have a business opportunity since we presume we cannot sale Ice to the Eskimos.

Well, no doubt that we cannot sale to the Chinese's Eskimos Ice but in China the sales cycle works differently.

In China, first we look for personal opportunity. Personal level relationship is much more important to establish than the business opportunity. When we are looking for a customer or a supplier we need first to build personal opportunity or in other words to build trust and reliable relationship. The Chinese business men need to see the personal contribution fist.

Once, I have been told by Chinese business men who own a company that produce 350,000 products a year that first personal a relationship shall be established than if he see that he want to have relationship with the other business person he is looking for the business to do together. Actually this is what it's all about. First personal opportunity than looking together how to work together, looking for the business opportunity TOGETHER.

In china like in Asia (exclude Japan), the personal relationship and opportunity between the two business man are going along with the culture of almost no agreements between the sides. The lack of agreements it's a strange to western business men but going well with personal relationship we build.