



Confidence in Using the Platform

2022



Introduction

DO BUSINESS WITH CONFIDENCE

B2Brazil focuses on facilitating contact between companies, potential customers and transactions, in addition to making your experience simple and secure.

- **Our algorithm connects buyers and sellers directly and indirectly through multiple means.** In addition, our platform has built-in filters to avoid spams and potential problematic companies.
- **B2Brazil provides data and tools to make you informed and help taking safe decisions in each part of the negotiation with the other part.**

Where does the companies come from?



Buyer Leads

2 - Distributed Leads: Our algorithm and match process allow the leads to be distributed according to its categories.

It collects leads and sell offers, and send them to the sellers or buyers

*For example, a buyer who's interested in quoting coffee, but doesn't specify **where they want the product to come from, neither its quality or specification**, will have the lead sent to all sellers of coffee registered in our system.*



Who are the buyers?

- The companies registered are usually SMEs (Small and Medium Enterprises);
- Commercial intermediaries for larger companies;
- New entrepreneurs intended to open business, looking for suppliers for their new company;
- Also big companies as buyers.

These companies are attracted to B2Brazil because we have more than **200.000 companies registered, hundreds of thousands of products, and hundreds of leads of potential buyers are generated monthly.** Most of our traffic comes organically through major search engines (eg Google, Bing, Baidu, etc.)

What data are available about these companies?



What data are requested from the companies?

Whether buyers or sellers, our platform requests the following information about each company: ***name, phone number and email address.***

- A complete profile can give you a good idea of the company and what it does. However, some buyers don't have much time to complete their profile and in some cases, they only fill in the company and contact name, their country, email address and phone number.
- The info that are validated by our system are marked as below in your negotiation center.

For example:




In this example, you can see how the system presents validated data. In this case, the email address are verified, but we couldn't validate the phone number and it's shown with a red x.

Requested information from users

Whether buyers or sellers, our platform request other information, including:

- Company Name
- Trade Name
- Registration Number
- Number of Employees
- Annual Sales
- Export Sales
- Year of Establishment
- Business Type
- Main Market
- Company Categories

And this information are shown in your Negotiation Central (as on the image).

| | | |
|--|---|---|
|  | V TRADING V is a Commodity trading company dealing in various consumables such as coffee beans and instant coffee importation to South Africa and export as finished product. | |
| Company Name v trading | Trade Name v trading | License 20 3 |
| Registration 2022-01-26 | Employees 10-50 | Sales Turnover 10M - 50M (USD) |
| Export Sales 60% | Year Founded in 20 | |
| Business Type Manufacturer, Trading Company, Agent, Distributor/Wholesaler, Business Service | | Main Market(s) Africa |
| Company Segments <ul style="list-style-type: none">• Beans (except Soybeans)• Cocoa• Tobacco Products & Manufactured• Tobacco Accessories• Agricultural Waste | | Buying Interests <ul style="list-style-type: none">• Instant Coffee• Coffee Capsules• Coffee Derivatives• Gourmet Coffee• Specialty Roasted Coffee• Traditional Roasted Coffee• Specialty Green Coffee |

Having a complete profile does not confirm credibility, but it brings a better image of the other company and it's a factor to consider in your messages and negotiations.

Additional information, including the message

The next important source of data is member/verification type and company plan.

Many members upgrade to a Premium plan and that includes a B2B verification of the company. B2B verification verifies that: (1) the company is legally registered and (2) the contact information is correct. Having Premium Membership and B2B Verified seal increases the credibility of the company, although you still have to do your own due diligence.



When you receive a message from a company, you'll see the offer/request in the Negotiation Center. This is an additional factor to determine credibility and if it's feasible to answer. Below you can see an example of an *detailed lead*.

hi there would you kindly send us a quotation of instant dried coffee for south african market the coffee should be in 3 different types high quality type cuppechino de caffe coffee normal dried coffee

Quantity

10 000 kg

Unit type: Ton

Currency: USD

Payment Terms: L/C (Letter of Credit)

Shipping Terms: CIF - Cost, Insurance and Freight

Destination Port: Durban south africa

What can you do with these information?

In summary, our platform provides quote requests with:

- Phone number (validated)
- Email address (validated)
- Profile of the other party (if it's complete or not)
- If it's a Premium and/or B2B Verified
- Sell Offer or Quote Request

Based on this information, you can check if you want to start negotiating with the other party. We provide the data and tools for you to decide if you're going to answer and start negotiations.

If the potential buyer builds trust and they looks interesting, you can answer directly to them. However, if you still need more information, you can ask the other company, as well as search the data in search engines and/or social media. **You can also contact B2Brazil so that we can help you get additional information.**

If the potential buyer doesn't bring confidence or isn't interesting or relevant, you can let them know or simply ignore the contact.

Good Business Practices



Good Practices

To reach commercial success and ensure that your customers will answer you, there are some practices that we recommend following:

1. **Quick Answer:** Buyers often look for suppliers from other sources, so a quick response (up to 1 business day) is important.

2. **Direct Answer:** If the buyer request specific information, we recommend answering directly to this information, in addition to sending any other information you deem necessary. If you have any doubts, ask.

3. **Get in Touch:** Sellers must always take the first step and get in touch with the buyer, including through different channels. Buyers never want to be the ones to take the first step.

4. **Send samples:** If requested, it's recommended to send samples in good condition quickly.

Remember: received data doesn't have to stay only on the platform. Use your new contacts to add them to a customer base and keep them listed!! It's very important to keep a sales flow and maintain communication to handle requests.

Good Practices

EXAMPLE OF A GOOD ANSWER:

Hello!

Are your products organic?

Can your products be distributed in EU?

Best regards

Good Practices

EXAMPLE OF A GOOD ANSWER:

YOU

Hello Mr. Francisco. Yes, we have 3 organic products in our portfolio.

Snacks filled with beetroot, yacón potato and beetroot and yacón mix

Catalog, prices and contact details attached

Olga

Attached files:

- Price list.pdf (246.49 KB)
- Complete Portfolio 2022.pdf (4.39 MB)

Good Practices

EXAMPLE OF A GOOD ANSWER:

JUAN CARLOS

Hello!

I'd like to receive more information about your snacks.

Regards,

Juan Carlos

04/01/2022

Good Practices

EXAMPLE OF A GOOD ANSWER:

YOU

Hello Juan Carlos, thanks for your interest.

We produce snacks cooked with no oil or sugar added, made from fruits and vegetables

Attached the catalog for more information and price list

Please, send us more info about your company

Regards, Olga

Attached files:

- Price list.pdf (246.49 KB)
- Complete Portfolio 2022.pdf (4.39 MB)

Good Practices

EXAMPLE OF A BAD ANSWER:

ARABICA COFFEE - GREEN BEANS

Hi, I am Mr.C from Malaysia, looking purchase Brazil Santos green bean. Could you please quote me price for 1000kg

Quantity

1000kg

 [Remember our safe practices](#)

YOU

Hello Mr. C

What quantity of green coffee beans do you want to buy?

Waiting for your reply.

READ - 16/02/2022

Safety Tips



Safety Tips

EXTREMIST NEGOTIATION

“Win or Lose” / Mutual Greed

DIFFUSE OBJECTIVES

First and second level objectives as well as the limit of our concessions

WRONG TACTICS

Strategic submission, bargain as an intermediate solution, **random threat** of dissolving the negotiation or the **tactic of withdrawal**.

You must know very well the tactics that are accepted by that country or company as valid before using them.

FRONTS TO CONVINC

Two fronts that try to convince of the other party reasoning, accept feedback and cultural differential 50/50.

ILLEGITIMATE AGREEMENT

Breaking any sense of fairness, equality or legality in the agreement or proposing it as part of the agreement or of the import-export process may dramatically end negotiation in many areas.

UNCAREFUL WAYS

Cultural context

USE OF TIME

No urgency needed, but delay when evaluating options isn't well seen

Safety Tips

- Contact with the other party
- Advance with the agreement
- How to avoid risks
- There are also additional checks and information you may use

1) BE CAREFUL EVEN IF YOU'RE DEALING WITH A POTENTIAL PARTNER:

- There are additional checks and reports you may use (as applicable),
- Credit reports, Dun & Bradstreet reports, local consultant inspections, different domains, etc.



Safety Tips

2) CONFIRMATION AND CAUTION:

- Contact the other party via email and text messages, but a **video call** will help you assess the other party and discuss information and any queries.
- If you would like B2Brazil to help you organize a video call with your partner, please let us know.



Safety Tips

3) PREPARE A SMART CONTRACT:

- "Stay on the same page".
- Prepare and execute a **definitive legally binded contract** or other binding document (a proforma invoice).

4) PROTECTION WHEN ORDERING OR DELIVERY SAMPLES:

For buyers: Before confirming a purchase order, the product must meet the expectations. You should **request samples and product certifications**.

For Sellers: Before sending the sample, please request payment for the sample and/or payment of shipping costs, especially if your product has a high resale value.



Safety Tips

5) IF YOU ARE THE BUYER, PROTECT YOUR TRANSACTION:

- Don't pay unless you have a delivery guarantee.
- Use payment protections like credit card, letter of credit, security deposit*
- Make the first purchase smaller to pay with protection and test the seller.

6) IF YOU ARE THE SELLER, PROTECT YOUR TRANSACTION:

- Don't ship products unless you have received payment or a guarantee of payment.
- Use payment protections like credit card, letter of credit, security deposit*
- Pay attention to this requirement.

Questions and Comments

