INTERNATIONAL MARKETING SKILL ASSESSMENT INSTRUMENT

		Applicable (Y) (N)	If Applicable – Degree You Possess 1=Do Not Possess 8=Strongly Possess 1 2 3 4 5 6 7							8
PLA	ANNING AND OPERATIONAL SKILLS	(1) (11)								
	Write and implement an international marketing plan; amples of your competencies related to this skill-wl	Applicable (Y) (N) nether or not th	1 nis is		3 art o	4 f yo	5 ur jo		7 Iutie	
	Assess foreign market size and potential; amples of your competencies related to this skill-wl	Applicable (Y) (N) nether or not th	1 nis is		3 art o		_	-	7 Iutie	_
3. Exa	Develop insights concerning foreign customer buying/technical decision-making behaviors; amples of your competencies related to this skill-wl	Applicable (Y) (N) nether or not th	1 nis is		3 art o		5 ur jo		7 Iutie	
	Adapt to foreign business practices, cultural differences, and protocol; amples of your competencies related to this skill–wl	Applicable (Y) (N) nether or not th	1 nis is		3 art o	4 f yo	5 ur jo	6 ob c	7 Iutie	
5. Exa	Communicate clearly with others when English is not their first language; amples of your competencies related to this skill–wl	Applicable (Y) (N) nether or not th			3 art o				7 Iutie	
6. Exa	Analyze import/export government regulations (costs/risks); amples of your competencies related to this skill–wl	Applicable (Y) (N) nether or not th	1 nis is		3 art o			6 ob c	-	

PR	ICING SKILLS
7.	Evaluate and select i

Applicable (Y) (N) whether or not t Applicable (Y) (N) whether or not t Applicable (Y) (N) whether or not t	1 this is 1 this is	2 s pa	3 art o 3	4 f yo 4	5 ur jo	6 ob d	7 uties 7	8
(Y) (N) whether or not t Applicable (Y) (N) whether or not t	this is	s pa	art o 3	f yo	ur jo	ob d	uties	s 8
Applicable (Y) (N) vhether or not t	1 his is	2	3	4	5	6	7	8
(Y) (N) vhether or not t	his i			•		-	•	_
		s pa	art o	f yo	ur j	ob c	uties	3
Applicable								
(Y) (N)	1	2	3	4	5	6	7	Ī
vhether or not t	his is	s pa	art o	f yo	ur j	ob d	uties	3
Applicable (Y) (N)	1		3	4	5	6	•	8
vhether or not t	his is	s pa	art o	f yo	ur j	ob d	uties	3
Applicable (Y) (N)	1	2	3	4	5	6	7	8
	Applicable (Y) (N) hether or not the specificable (Y) (N)	Applicable 1 (Y) (N) hether or not this in the second seco	Applicable 1 2 (Y) (N) thether or not this is part Applicable 1 2 (Y) (N)	Applicable 1 2 3 (Y) (N) hether or not this is part of the control	Applicable 1 2 3 4 (Y) (N) hether or not this is part of yo Applicable 1 2 3 4 (Y) (N)	Applicable 1 2 3 4 5 (Y) (N) hether or not this is part of your jour point of the second of the seco	Applicable 1 2 3 4 5 6 (Y) (N) hether or not this is part of your job december of the second	(Y) (N) Thether or not this is part of your job duties Applicable 1 2 3 4 5 6 7

r	Review packaging, packing and labeling equirements; nples of your competencies related to this skill-wi	Applicable (Y) (N) hether or not th	1 nis is		3 irt o	4 f yo	5 ur jo	6 ob d	7 lutie	8 :s
() S	Secure foreign country/government approvals product, safety, environmental, and quality standards); nples of your competencies related to this skill—wi	Applicable (Y) (N) hether or not th	1 nis is		3 urt of		5 ur jo	6 ob d	7 lutie	-
	dentify "what you are selling". nples of your competencies related to this skill-wi	Applicable (Y) (N) hether or not th	1 nis is		3 art of		5 ur jo	6 ob d	7 lutie	
-	RIBUTION SKILLS									
n	Evaluate and select appropriate foreign narket entry alternatives; nples of your competencies related to this skill—wi	Applicable (Y) (N) hether or not th	1 nis is	2 s pa	3 irt o	4 f yo	5 ur jo	6 ob d	7 lutie	8 :s
d	dentify, evaluate, qualify and select foreign listributors/agents/EMC/ETC; nples of your competencies related to this skill–wl	Applicable (Y) (N) hether or not th			3 urt of				7 lutie	
а	Select, recruit, compensate, train and manage an international sales force. In ples of your competencies related to this skill—wi	Applicable (Y) (N) hether or not th	1 nis is		3 art of			6 ob d	-	8 es

PROMOTIONAL SKILLS

19. Identify and abide foreign promotion	by legal issues relative to	Applicable (Y) (N)	1	2	3	4	5	6	7	8
Examples of your com	petencies related to this skill-	-whether or not th	is is	s pa	rt of	f yo	ur jo	b d	utie	S
Develop promotion materials/product	•	Applicable (Y) (N)	1	2	3	4	5	6	7	8
	petencies related to this skill-		is is	s pa	rt of	f yo	ur jo	b d	utie	S
	motional alternatives that istic of a given country.	Applicable	1	2	3	4	5	6	7	8
	petencies related to this skill-	(Y) (N) -whether or not th	is is	s pa	rt of	f yo	ur jo	b d	utie	s