

# 墨西哥客户成交 案例分享

分享人：Eileen

- 1.客户的痛点是什么?客户的背景是什么?
- 2.拿到了什么结果(具体的成果数据+客户的引述)
- 3.拿到结果的原因总结为几点
- 4.针对这几点做了哪些行动是什么?
- 5.业务对待客户的要点是什么?

# 1.客户的痛点是什么?客户的背景是什么?

客户本人居住生活在墨西哥，因为取了美国姑凉，客户会买些灯具样品发货到美国小舅子德克萨斯州地址再自己带回墨西哥使用，客户属于个体户，有一定的动手维修能力，因为购买的样品出现过客诉，我们质保PCB或则电源客户自己维修。

客户的痛点：

1. 客户早期属于个体或则终端使用者，通过几年磨合开始自己做中间商和工程商
2. 对美国库存感兴趣，希望下单就能发货
3. 客户对灯具产品最开始不是很熟悉，包括他自身说在墨西哥市场定位
4. 价格定位
5. 运输问题
6. 墨西哥NOM认证
7. 想慢慢做自己的LOGO品牌推广

## 2. 拿到了什么结果（具体的成果数据）

2020年9月从客户首个样品订单，通过几年的沉淀和跟进，客户从2023年12月开始尝试下批量单，合作至今，具体成果数据如下：

日期	国家	姓名	PI 号码	订单产品型号	PI 内容	订单总金额
2025-6-24	墨西哥	Juan Loewen	P/I No:BB20250620-01El-Juan	BB-LD-300W-S	64pcs 300W street light by 1 pallets	\$10,104.00
2025-6-3	墨西哥	Juan Loewen	P/I No:BB20250531-01El-Juan	BB-LD-500W-CQ	28pcs 500W led stadium light	\$10,734.00
2024-12-13	墨西哥	Juan Loewen	P/I No:BB20241213-01El-Juan	BB-GKD-300W-B1	198pcs 300W UFO highbay	\$19,750.20
2024-8-20	墨西哥	Juan Loewen	P/I No:BB20240820-01El-Juan	BB-YPD-024-A	96pcs led pizza lamps by 1 pallet	\$8,218.40
2024-8-10	墨西哥	Juan Loewen	P/I No:BB20240809-01El-Juan	BB-GKD-300W-B1	299pcs led lamps by 4 pallets	\$25,679.10
2024-3-25	墨西哥	Juan Loewen	P/I No:BB20240321-01El-Juan	BB-GKD-200W-E	60pcs 200W UFO light by 1 pallets	\$4,705.00
2024-3-12	墨西哥	Juan Loewen	P/I No:BB20240312-01El-Juan	BB-LD-300W-S	64pcs 300W street light by 1 pallets	\$10,044.00
2024-2-20	墨西哥	Juan Loewen	P/I No:BB20240219-01El-Juan	BB-GKD-150W-E1	470pcs led lamps by 6 pallets	\$40,952.80
2023-12-20	墨西哥	Juan Loewen	P/I No:BB20231219-01El-Juan	BB-GKD-150W-E1	261pcs led lamps by 3 pallets	\$19,564.10
2023-12-8	墨西哥	Juan Loewen	P/I No:BB20231208-01El-Juan	BB-GKD-150W-E1	8pcs 150W UFO highbay light	\$1,067.78
2023-11-4	墨西哥	Juan Loewen	P/I No:BB20231103-01El-Juan	BB-GKD-150W-E1	8pcs 150W UFO highbay light	\$688.00
2023-1-31	墨西哥	Juan Loewen	P/I No:BB20230131-01El-Juan	BB-LD-150W-S	4pcs 150W led shoebox street light	\$559.96
2022-1-28	墨西哥	Juan Loewen	P/I No:BB20220128-01El-Juan	BB-LD-150W-S	5pcs 150W led shoebox street light	\$749.95
2020-9-25	墨西哥	Juan Loewen	P/I No:BB20200925-01El-Juan	BB-GKD-200W-E	3pcs 200W UFO highbay light	\$338.97
						<b>\$153,156.26</b>

## 3/4. 拿到结果的原因总结和所做的行动

能够让客户从样品单做到下批量单，我所做的行动和努力：

1. 愿意给客户时间沉淀积累经验，定期问候客户
2. 主动给客户介绍产品信息，让客户对灯具有更深的了解
3. 及时回复客户问题和信息，了解客户工作时间和性格脾气
4. 与客户沟通的过程中，要让自己作为主动引导者，让客户跟着自己的推荐，提供不同的方案给客户直接选择，而不是被客户牵着走
5. 细节的重视：客户针对产品参数和出货信息会提出诉求，要及时帮客户核实并给予回应，比如我客户对PIZZA灯罩子喜欢乳白常规是透明；比如出货常规产品标签是我司的中性标签，客户想丝印他自己的LOGO等等这些细节的掌控和满足客户需求，增加客户的信任感
6. 有效沟通方式：找到客户喜欢的沟通方式和工作时间，勤奋努力，这个客户订单我几乎都是在我们中国时间晚上**10点-凌晨1点之间**沟通确定的，努力真诚永远是相互信任的基础。

# 实际案例分享

[2023/5/26 下午10:35:16] Eileen zhang: Hi juan  
[2023/5/26 下午10:35:45] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/5/26 下午10:36:33] Eileen zhang: Any question should I help you about our led shoebox street light?  
[2023/5/26 下午10:37:41] Eileen zhang: We have communicated for long time and I have responsible for you before orders, to be honest, the price is better price I have quoted to you  
[2023/5/26 下午10:44:17] Juan Loewen Shoebox Street From Mexico: Ok, how much does the lamp cost in your store?  
[2023/5/26 下午10:45:07] Juan Loewen Shoebox Street From Mexico: To know the freight price  
[2023/5/26 下午10:45:51] Juan Loewen Shoebox Street From Mexico: ??  
[2023/5/26 下午10:47:37] Eileen zhang: You need model no stock in us warehouse, and I will our factory to produce and ship from China to your tax address  
[2023/5/26 下午10:49:17] Eileen zhang: The international shipping cost is about \$73/pc  
[2023/5/26 下午10:50:40] Eileen zhang: If you need Kh brand driver, the lamp cost is \$59.99, and the shipping cost is \$73, the total lamp is \$132.99/pc include shipping cost  
[2023/5/26 下午10:52:28] Eileen zhang: And if you need sosen driver, the lamp cost is \$68, and the shipping cost is \$73, the total lamp is \$141/pc, and if you need photocell sensor, the price add \$10, the total cost is \$151/pc  
[2023/5/26 下午10:52:45] Eileen zhang: It' s clear for you now?  
[2023/5/26 下午10:53:55] Eileen zhang: So please let me know which driver you need? Also whether need photocell sensor or not?  
[2023/5/26 下午10:54:08] Eileen zhang: I revised the invoice to you again  
[2023/5/26 下午10:56:01] Juan Loewen Shoebox Street From Mexico: Ok, if I buy a pallet or a container, is it the same price?  
[2023/5/26 下午11:00:05] Eileen zhang: Ok, you have container will need from China?  
[2023/5/26 下午11:02:28] Eileen zhang: If you buy pallet or container, we can ship by sea, and the cost will cheaper  
[2023/5/26 下午11:03:09] Eileen zhang: For 10pm, the weight can' t reach the requirement by shipping company, I will ship them by express  
[2023/5/26 下午11:03:51] Eileen zhang: The sea shipping time is about 30-35 days  
[2023/5/26 下午11:06:51] Juan Loewen Shoebox Street From Mexico: How much would sea shipping be by pallet or by container?  
[2023/5/26 下午11:08:18] Eileen zhang: I need check with shipping company tomorrow  
[2023/5/26 下午11:08:40] Eileen zhang: There are packing different qty for pallet and container  
[2023/5/26 下午11:09:09] Eileen zhang: Ship you your us address or Mexico by sea?  
[2023/5/26 下午11:10:09] Juan Loewen Shoebox Street From Mexico: México  
[2023/5/26 下午11:10:45] Eileen zhang: Ok, so you want to ship Mexico directly?  
[2023/5/26 下午11:11:01] Eileen zhang: Please send me the detail Mexico address  
[2023/5/26 下午11:11:29] Eileen zhang: It need check for shipping cost by forwarder  
[2023/5/26 下午11:13:05] Eileen zhang: For 20' container, it can packing around 600pcs-700pcs 150W street light  
[2023/5/26 下午11:14:13] Juan Loewen Shoebox Street From Mexico: 20'  
[2023/5/26 下午11:14:14] Eileen zhang: In my opinion, maybe you can tell me you need qty, I will check and it will be more earlier to know cost for you  
  
[2023/5/26 下午11:14:45] Eileen zhang: So you want me check container sea cost?  
[2023/5/26 下午11:14:57] Juan Loewen Shoebox Street From Mexico: 600 qty , wow  
[2023/5/26 下午11:15:40] Eileen zhang: Yeah, can you sell it in you side?  
[2023/5/26 下午11:16:09] Juan Loewen Shoebox Street From Mexico: I dot no  
[2023/5/26 下午11:16:59] Juan Loewen Shoebox Street From Mexico: I don't think I can sell that many.  
[2023/5/26 下午11:17:43] Eileen zhang: Ok, so my opinion is you can sell to start by small qty firstly  
[2023/5/26 下午11:18:04] Eileen zhang: And if you can sell hundred, you can consider to buy container  
[2023/5/26 下午11:18:34] Eileen zhang: In near future  
[2023/5/26 下午11:25:24] Eileen zhang: How about 100-200pcs?

[2023/5/26 下午11:25:24] Eileen zhang: How about 100-200pcs?

[2023/5/26 下午11:32:33] Juan Loewen Shoebox Street From Mexico: How many lamps fit on a platform.

[2023/5/26 下午11:32:59] Juan Loewen Shoebox Street From Mexico: Pallet

[2023/5/26 下午11:35:04] Eileen zhang: 85-90pcs for one pallet

[2023/5/26 下午11:35:14] Juan Loewen Shoebox Street From Mexico: Ok

[2023/5/26 下午11:35:54] Juan Loewen Shoebox Street From Mexico: Puerto Manzanillo Mexico.

[2023/5/26 下午11:36:19] Eileen zhang: Any detail address?

[2023/5/26 下午11:36:48] Juan Loewen Shoebox Street From Mexico: Un momet

[2023/5/26 下午11:36:54] Eileen zhang: Can you make clearance by yourself from your custom?

[2023/5/26 下午11:37:16] Eileen zhang: As I know that the custom is not easy from Mexico custom

[2023/5/26 下午11:38:45] Eileen zhang: They need NOM certificate and many other custom files

[2023/5/26 下午11:38:49] Juan Loewen Shoebox Street From Mexico: I don't have anything.  
for customs clearance.

[2023/5/26 下午11:39:19] Eileen zhang: Ok, so you don't have clearance before?

[2023/5/26 下午11:39:25] Juan Loewen Shoebox Street From Mexico: I have a friend, he is going to send me the address of Puerto Manzanillo.

[2023/5/26 下午11:39:33] Juan Loewen Shoebox Street From Mexico: No

[2023/5/26 下午11:40:02] Juan Loewen Shoebox Street From Mexico: that would be the first time.

[2023/5/26 下午11:40:13] Eileen zhang: Ok, please send me the detail address, I will check

[2023/5/26 下午11:40:24] Juan Loewen Shoebox Street From Mexico: Ok

[2023/5/26 下午11:40:53] Eileen zhang: And also I think that you can ship to us and you arrange truck or shipping company from us to Mexico

[2023/5/26 下午11:41:05] Eileen zhang: This will be easy for you

[2023/5/26 下午11:42:59] Juan Loewen Shoebox Street From Mexico: I'll check how easy it is from customs

[2023/5/26 下午11:43:04] Eileen zhang: Ok

[2023/5/26 下午11:43:24] Juan Loewen Shoebox Street From Mexico: In case it is not easy we will do it as before.

[2023/5/26 下午11:44:44] Juan Loewen Shoebox Street From Mexico: as i am new  
That's why I'm looking for How to make the ft the cheapest to compete here with the other lamp shops.

[2023/5/26 下午11:45:13] Eileen zhang: Yes, for your old orders, I ship to your Texas address, it's easy for you

[2023/5/26 下午11:45:50] Eileen zhang: For small qty

[2023/5/26 下午11:47:13] Juan Loewen Shoebox Street From Mexico: I'm going to check with the customs person to see how easy it is to buy a pallet of lamps

[2023/5/26 下午11:47:35] Eileen zhang: Great

[2023/5/26 下午11:47:46] Eileen zhang: I will also check in my side for you

[2023/5/27 下午11:01:06] Juan Loewen Shoebox Street From Mexico: Can you give me the weight and measurements of the pallet

[2023/5/27 下午11:05:55] Eileen zhang: You have forwarder who can help you ship, right?

[2023/5/27 下午11:06:56] Eileen zhang: The pallet size is 131\*108\*184CM gross weight 480kg 76pcs/pallet

[2023/5/27 下午11:11:57] Juan Loewen Shoebox Street From Mexico: Yes

[2023/5/27 下午11:12:39] Juan Loewen Shoebox Street From Mexico: is the person from the customs agency.

[2023/5/27 下午11:13:23] Juan Loewen Shoebox Street From Mexico: she offers it to me to see what price it will be.

[2023/5/27 下午11:13:50] Juan Loewen Shoebox Street From Mexico: You can also give me a quote. Let's see which one suits me best.

[2023/5/29 上午9:58:02] Eileen zhang: yeah, from our shipping company advice, they advice us shipping by carton not pallet, because the export customs will need to check the goods at present, it will be more convenient to unpack the cartons for inspection

[2023/5/29 上午10:05:40] Eileen zhang: yes, our shipping company quoted us the sea cost is about \$2510 per pallet, and if it ship by carton box, the sea cost is about 2150 for 76pcs 150W lamp, these two freight costs are an approximate estimate, the actual freight has been shipped shall prevail, please pay attention it, thank you

[2023/5/30 上午10:19:51] Eileen zhang: so any idea to share?  
[2023/5/30 上午10:29:31] Eileen zhang: so whether did you new order 10pcs buy firstly like you before orders?  
[2023/5/30 上午10:32:22] Juan Loewen Shoebox Street From Mexico: Hello good evening.  
I just got home from a camp we had as a family.  
[2023/5/30 上午10:32:59] Juan Loewen Shoebox Street From Mexico: There was no signal in the camp, that's almost why I hadn't answered you.  
[2023/5/30 上午10:33:24] Eileen zhang: ok  
[2023/5/30 上午10:33:36] Eileen zhang: i understand  
[2023/5/30 上午10:34:05] Juan Loewen Shoebox Street From Mexico: In a while I will answer you more.  
[2023/5/30 上午10:34:53] Eileen zhang: ☺  
[2023/5/30 上午11:12:50] Juan Loewen Shoebox Street From Mexico: Thanks for the freight price.  
[2023/5/30 上午11:14:05] Juan Loewen Shoebox Street From Mexico: The lamps don't make me feel urgent. That's why I'm going to wait a little bit.  
[2023/5/30 上午11:16:04] Juan Loewen Shoebox Street From Mexico: I want to wait a week to see how far it progresses the customs agency.  
[2023/5/30 上午11:17:31] Juan Loewen Shoebox Street From Mexico: The lady from the customs agency tells me that I don't buy the lamps until check the rules  
[2023/5/30 上午11:21:15] Eileen zhang: yeah, as i know that the mexico custom have little instruct for import, there are many requirement, in factly you need to know more clearly about rules from you local custom  
[2023/5/30 上午11:22:37] Eileen zhang: In my opinion, if you order qty is small, you can buy them as you last orders which it ship to US address, and If you want to buy in bulk, you can take a long-term plan for shipping by sea  
[2023/5/30 上午11:30:17] Juan Loewen Shoebox Street From Mexico: It is very likely as you say  
[2023/5/30 上午11:32:05] Eileen zhang: ☺  
[2023/5/30 上午11:33:06] Eileen zhang: so how about you aked qty 10pcs last week, will you decide to buy now or not?☺  
[2023/5/30 上午11:35:25] Juan Loewen Shoebox Street From Mexico: Now I'm not going to buy, I'm going to wait a week  
[2023/5/30 上午11:35:42] Eileen zhang: ☺  
[2023/5/30 上午11:36:59] Eileen zhang: any question need me help, please send me message  
[2023/5/30 上午11:37:20] Eileen zhang: ☺  
[2023/5/30 上午11:37:23] Juan Loewen Shoebox Street From Mexico: ☺Ok  
[2023/5/30 上午11:37:57] Juan Loewen Shoebox Street From Mexico: Think you  
[2023/7/4 上午8:13:57] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/7/4 上午8:15:55] Juan Loewen Shoebox Street From Mexico: Can you send me the technical sheet where all the specifications of solar or not solar photocell not photocell everything everything.  
[2023/7/4 上午8:16:30] Juan Loewen Shoebox Street From Mexico: I want to track it through customs.  
[2023/7/4 上午9:07:43] Eileen zhang: which product? led shoebox street light??  
[2023/7/4 上午9:12:14] Juan Loewen Shoebox Street From Mexico:<附件: 00000278-PHOTO-2023-07-04-09-12-13.jpg>  
[2023/7/4 上午9:12:36] Juan Loewen Shoebox Street From Mexico:<附件: 00000279-PHOTO-2023-07-04-09-12-35.jpg>  
[2023/7/4 上午9:21:56] Eileen zhang: V5.0 LED Shoebox Light-without logo-compressed.pdf • 13页<附件: 00000280-V5.0 LED Shoebox Light-without logo-compressed.pdf>  
[2023/8/11 上午8:38:57] Eileen zhang: hola Juan, how are you?  
[2023/8/11 上午9:01:39] Juan Loewen Shoebox Street From Mexico: Hello, we are fine here. With a lot of work.  
[2023/8/11 上午9:02:18] Eileen zhang: ok, so any update news about your business of led shoebox light?  
[2023/8/11 上午9:03:37] Juan Loewen Shoebox Street From Mexico: here the day is over. I'm going out tomorrow morning and I'll be back on Sunday  
[2023/8/11 上午9:04:12] Eileen zhang: vocation??  
[2023/8/11 上午9:04:51] Juan Loewen Shoebox Street From Mexico: with the business I have hardly advanced.  
[2023/8/11 上午9:05:16] Eileen zhang: ☺  
[2023/8/11 上午9:05:37] Juan Loewen Shoebox Street From Mexico: I'll call you on Monday and we'll talk more.  
[2023/8/11 上午9:06:04] Juan Loewen Shoebox Street From Mexico: We are going out with the brothers from the church.

[2023/8/30 上午5:44:32] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/8/30 上午5:45:42] Juan Loewen Shoebox Street From Mexico: a question.  
[2023/8/30 上午5:47:00] Juan Loewen Shoebox Street From Mexico: In case I'm going to buy lamps one or two platforms.  
[2023/8/30 上午5:48:04] Juan Loewen Shoebox Street From Mexico: you sell it to me in your factory or in front of the ship.  
[2023/8/30 上午5:49:31] Juan Loewen Shoebox Street From Mexico: The price you had given me is in your factory or in the ship.  
[2023/8/30 上午8:43:21] Eileen zhang: if you buy lamps from online webiste, the website price is the sale price, and if you order qty is bulk, I will advice you can buy from our china factory, and i can give you exw price, and we can help you ship by sea, the shipping cost is much reasonable  
[2023/8/30 上午8:44:07] Eileen zhang: can you understand what i mean?  
[2023/8/30 上午9:40:24] Juan Loewen Shoebox Street From Mexico: I want to buy from your factory  
[2023/8/30 上午9:48:04] Eileen zhang: fine  
[2023/8/30 上午9:49:23] Eileen zhang: ship from china factory to you US address or mexico directly? If ship to mexico, did you check and confirm the custom clearance that we have communicated before?  
[2023/8/30 上午9:53:10] Juan Loewen Shoebox Street From Mexico: To Manzanillo Mexico  
[2023/8/30 上午9:55:53] Juan Loewen Shoebox Street From Mexico: I have another customs person who is going to give me a quote. I think that with that one it will be a little cheaper.  
[2023/8/30 上午9:57:16] Eileen zhang: ok  
[2023/8/30 上午9:57:26] Eileen zhang: so you need order lamps now?  
[2023/8/30 上午10:21:19] Juan Loewen Shoebox Street From Mexico: No, first check with another customs agent  
[2023/8/30 上午10:23:34] Eileen zhang: ok  
[2023/9/20 下午9:45:01] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/9/20 下午9:45:47] Juan Loewen Shoebox Street From Mexico: Can you send me the address of your factory.  
[2023/9/20 下午9:46:22] Juan Loewen Shoebox Street From Mexico: I need it to make a quote.  
[2023/9/20 下午9:47:01] Juan Loewen Shoebox Street From Mexico: of the freight.  
[2023/9/20 下午9:49:27] Juan Loewen Shoebox Street From Mexico: also the city and state.  
[2023/9/20 下午9:50:45] Eileen zhang: Ok  
[2023/9/21 上午9:37:11] Eileen zhang: our china factory address: 5F, Building D, Zone B, Jixun Industrial Park, Datang Village, Dalingshan Town, Dongguan City, guangdong province, China  
[2023/9/21 上午9:50:07] Juan Loewen Shoebox Street From Mexico: Thank you  
[2023/9/23 上午12:54:43] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/9/23 上午12:55:21] Juan Loewen Shoebox Street From Mexico: They also ask me for the zip code.  
[2023/9/23 上午9:13:25] Eileen zhang: zip code 523833  
[2023/9/23 上午10:01:27] Juan Loewen Shoebox Street From Mexico: Thank you very much  
[2023/9/23 上午10:01:50] Eileen zhang: it's ok  
[2023/10/3 下午7:15:05] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/10/3 下午7:16:27] Juan Loewen Shoebox Street From Mexico: I am working with the papers to buy your lamps  
[2023/10/3 下午7:19:40] Juan Loewen Shoebox Street From Mexico: as we would do with lamps that burn out after 1 week, or, 1 month, or, 3 months  
[2023/10/3 下午7:21:24] Juan Loewen Shoebox Street From Mexico:<附件: 00000333-VIDEO-2023-10-03-19-21-23.mp4>  
[2023/10/3 下午7:28:06] Juan Loewen Shoebox Street From Mexico: This is my patio, I installed 2 lamps, 1 in the patio and another in the street, 1 week later 1 lamp burned out.  
[2023/10/3 下午9:58:13] Eileen zhang: So the flick one was burned out?  
[2023/10/3 下午10:00:12] Juan Loewen Shoebox Street From Mexico: Yes  
[2023/10/5 上午8:27:11] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/10/5 上午10:28:18] Eileen zhang: Hi  
[2023/10/5 上午10:28:43] Eileen zhang: We are in national holidays, I will reply you soon when we have came back to work  
[2023/10/5 上午10:30:35] Juan Loewen Shoebox Street From Mexico: Ok,

# 墨西哥市场一般客户会问NOM认证，当我们没有要如实告诉客户，然后告诉通常这个认证是客户自己在当地找代理够做，这样费用会更合理。

[2023/11/11 上午2:32:03] Juan Loewen Shoebox Street From Mexico: Hello, I am still interested and working on the papers.  
[2023/11/11 上午2:34:31] Juan Loewen Shoebox Street From Mexico: You don't know what type of certificate and what type of standard MEXICO requires?  
[2023/11/11 上午2:35:50] Juan Loewen Shoebox Street From Mexico: They ask me about the **NOM**  
[2023/11/11 上午2:37:50] Juan Loewen Shoebox Street From Mexico: You do not have clients in MEXICO, where you know all the certificates that MEXICO requires  
[2023/11/11 上午2:38:30] Juan Loewen Shoebox Street From Mexico: It seems like it would help me a lot.  
[2023/11/11 上午2:52:58] Juan Loewen Shoebox Street From Mexico: I went to an office where I asked for all the information on the certificates to bring lamps from China.  
[2023/11/11 上午2:54:16] Juan Loewen Shoebox Street From Mexico: and that man asked me if you don't bring all the regulations that Mexico requires.  
because he had to see lamps from China that brought everything.  
[2023/11/11 上午2:55:23] Juan Loewen Shoebox Street From Mexico: That's why I thought about asking you.  
[2023/11/11 上午9:08:29] Eileen zhang: Hello Juan, to be honest, our stock product have sold and ship to US customers, we have US certificate of ETL and DLC  
[2023/11/11 上午9:09:08] Eileen zhang: we have some mexico customers that they have done NOM certificate when they decide import from china factory  
[2023/11/11 上午9:09:43] Eileen zhang: that is why i have communicated with you before and ask whether you have method to import from mexico custom about NoM certificate  
[2023/11/11 上午9:26:10] Eileen zhang: in my opinion, whether the US certificate are ok for your mexico customers? or we can try to changed the product label, not show from china  
[2023/11/11 上午9:26:19] Eileen zhang: what's your idea?  
[2023/11/11 上午9:40:38] Juan Loewen Shoebox Street From Mexico: Maybe they do accept the certificate in Mexico.  
[2023/11/11 上午9:41:22] Eileen zhang: so yo mean that they want prefer NOM certificate  
[2023/11/11 上午9:41:28] Juan Loewen Shoebox Street From Mexico: You can send it to me to see if they accept it.  
[2023/11/11 上午9:42:06] Juan Loewen Shoebox Street From Mexico: We can try it if you want  
[2023/11/11 上午9:48:33] Eileen zhang: you can learn and search the NOM cost, also i will learn from our customers  
[2023/11/11 上午10:09:05] Juan Loewen Shoebox Street From Mexico: What do you mean?  
[2023/11/11 上午10:16:09] Juan Loewen Shoebox Street From Mexico: a question.  
Your client from Mexico is from that region.  
[2023/11/11 上午10:18:31] Eileen zhang: our company sales have mexico customers, i will ask colleague which city did they from mexico?  
[2023/11/11 上午10:18:55] Juan Loewen Shoebox Street From Mexico: Ok  
[2023/11/11 上午10:18:56] Eileen zhang: what i mean is, we have US certificate, but no NOM  
[2023/11/11 上午10:19:14] Juan Loewen Shoebox Street From Mexico: Ok ok  
[2023/11/11 上午10:20:15] Eileen zhang: 03240 Ciudad de México, CDMX this address is our one of customer that he have done the NOM by themself  
[2023/11/11 上午10:20:44] Eileen zhang: most of our mexico customers have done this NOM certificate by themself  
[2023/11/11 上午10:22:00] Juan Loewen Shoebox Street From Mexico: Ok  
[2023/11/11 上午10:22:58] Eileen zhang: as i know that because if customer done this certificate by themself, the document have showed their company information, and it's very  
convince for them to import and control something in their side  
[2023/11/11 上午10:29:19] Juan Loewen Shoebox Street From Mexico: OK.  
I'm going to continue working with the papers.  
[2023/11/11 上午10:30:36] Juan Loewen Shoebox Street From Mexico: but you don't have a client here in Cuauhtémoc Chihuahua.  
[2023/11/11 上午10:30:57] Eileen zhang: i have asked colleague, she told me her customer have took our lamps to testing in local testing facility, and they will get this certificate  
[2023/11/11 上午10:31:13] Juan Loewen Shoebox Street From Mexico: Ok  
[2023/11/11 上午10:31:55] Eileen zhang: yes, not yet for this address  
[2023/11/11 上午10:34:42] Juan Loewen Shoebox Street From Mexico: Very good  
[2023/11/11 上午10:36:33] Juan Loewen Shoebox Street From Mexico: Okay I am waiting for the result  
[2023/11/18 上午9:34:47] Juan Loewen Shoebox Street From Mexico:<附件: 00000440-PHOTO-2023-11-18-09-34-46.jpg>  
[2023/11/18 上午9:34:56] Juan Loewen Shoebox Street From Mexico: Hi

# 又过了一个多月，客户开始正式批量订单话题，那就好好抓住机会~

[2023/12/13 下午6:12:22] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/12/13 下午6:15:08] Juan Loewen Shoebox Street From Mexico: not how long it will take to obtain the NOM certificate  
[2023/12/13 下午6:19:43] Juan Loewen Shoebox Street From Mexico: You can quote the LED shoe BOX 72 pieces or what fits on a pallet to my Texas address  
[2023/12/13 下午6:20:59] Juan Loewen Shoebox Street From Mexico: boat freight  
[2023/12/13 下午7:02:50] Eileen zhang: Ok got it  
[2023/12/13 下午7:03:46] Eileen zhang: 72pcs for 150W shoebox street light by pallet?  
[2023/12/13 下午8:05:06] Eileen zhang: I will check with shipping colleague about pallet qty and sea cost to your tx address by sea  
[2023/12/13 下午8:05:19] Eileen zhang: tomorrow morning in my time  
[2023/12/14 下午2:41:41] Eileen zhang: hello Juan, our pallet can packing 102pcs 150W led shoebox street light, the pallet size is 130\*105\*209cm, and the Gross weight is about 620KG/pallet  
[2023/12/14 下午2:43:27] Eileen zhang: the boat freight from our factory to your TX address, the boat freight is 1690USD, the shipping time is about 35-40 days  
[2023/12/14 下午2:45:50] Eileen zhang: the china factory exw price of 150W led shoebox street light with photocell sensor-----\$79/pc  
[2023/12/15 上午9:56:24] Eileen zhang: any update idea from you, please let me know😊  
[2023/12/15 上午9:57:45] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/12/15 上午9:58:20] Eileen zhang: yeah, i'm here  
[2023/12/15 上午10:17:19] Juan Loewen Shoebox Street From Mexico: That 150 watt lamp, what price can you give me for the purchase of half a pallet and half a pallet of 200 watts?  
[2023/12/15 上午10:18:14] Juan Loewen Shoebox Street From Mexico: The UFO highbay light  
[2023/12/15 上午10:18:25] Eileen zhang: both 150W UFO highbay and 200W UFO highbay, right?  
[2023/12/15 上午10:18:41] Juan Loewen Shoebox Street From Mexico: Yes  
[2023/12/15 上午10:19:33] Eileen zhang: moment please  
[2023/12/15 上午10:22:33] Eileen zhang: china factory exw price for 150W UFO highbay light-----\$43.9/pc and 200W UFO highbay light-----\$57/pc  
[2023/12/15 下午12:19:33] Juan Loewen Shoebox Street From Mexico: Can you remove your bbier logo and your information from the boxes, so that the client DOES NOT find your website, any information??  
[2023/12/15 下午12:28:33] Juan Loewen Shoebox Street From Mexico: I would like to put my logo, but I'm not sure what type of logo  
[2023/12/15 下午1:19:55] Juan Loewen Shoebox Street From Mexico: ?  
[2023/12/15 下午2:02:33] Eileen zhang: you mean the product label and ETL information?  
[2023/12/15 下午2:04:52] Eileen zhang: yes, if you new bulk order produce and ship from china factory in near future, i can ask factory not show our company information, or you can send me your model# or your logo  
[2023/12/16 上午6:35:35] Juan Loewen Shoebox Street From Mexico: A question, what to do when the pallets with the lamps leave the container in the USA  
[2023/12/16 上午9:07:13] Eileen zhang: we just responsible for your lamps to your TX address, then you need to arrange your lamps from TX to Mexico  
[2023/12/16 上午10:06:08] Juan Loewen Shoebox Street From Mexico: Okay then we are complete, because from El Paso TX.  
I have a way to Mexico  
[2023/12/16 上午10:06:51] Eileen zhang: great  
[2023/12/16 上午10:07:08] Eileen zhang: so did you confirm your bulk order?😊  
[2023/12/16 上午10:12:18] Juan Loewen Shoebox Street From Mexico: How much money do I need to buy 1 pallet of UFO 150 W and 1 palletUFO 200 W 1 palletshoebox 150 W  
[2023/12/16 上午10:13:02] Eileen zhang: so total 3 pallets together for 3 type lamps, right?  
[2023/12/16 上午10:13:15] Eileen zhang: let me check for you  
[2023/12/16 上午10:13:39] Juan Loewen Shoebox Street From Mexico: to go to the bank on Monday to see if I can buy three pallets  
[2023/12/16 上午10:14:46] Eileen zhang: hahaha  
[2023/12/16 上午10:15:04] Eileen zhang: let me check the cost for you firstly  
[2023/12/16 上午10:15:20] Juan Loewen Shoebox Street From Mexico: 😊  
[2023/12/16 上午10:15:38] Juan Loewen Shoebox Street From Mexico: Sounds good  
[2023/12/16 上午10:16:18] Eileen zhang: or you can tell me how much money you have and can pay?

# 及时给客户做了批量订单合同，然后就催客户付款，因为客户第一次私人付国际，付我们香港汇丰银行有点问题，就发了我司美国银行的，解决客户付款渠道问题

[2023/12/19 上午9:41:39] Eileen zhang: 📲  
[2023/12/19 上午9:54:01] Juan Loewen Shoebox Street From Mexico: Yes I mean a bank  
[2023/12/19 上午9:54:56] Eileen zhang: ok, i see now  
[2023/12/19 上午10:19:14] Juan Loewen Shoebox Street From Mexico: How many years should the street lamps last? I plan to buy 5 LED plates and 5 drivers to replace for the client.  
[2023/12/19 上午10:38:24] Eileen zhang: our warranty is 5 years for led street light  
[2023/12/19 上午10:38:29] Eileen zhang: sorry missing you call  
[2023/12/19 上午10:41:01] Eileen zhang: ok, i can add 5pcs plate and drives in your bulk PI  
[2023/12/19 上午10:41:22] Juan Loewen Shoebox Street From Mexico: Ok  
[2023/12/19 上午10:41:38] Juan Loewen Shoebox Street From Mexico: Price?  
[2023/12/19 上午10:46:58] Eileen zhang: The PCB board is \$15/pc and the driver is \$29/pc  
[2023/12/19 上午10:48:40] Juan Loewen Shoebox Street From Mexico: Ok ,I wanted  
[2023/12/19 上午10:49:18] Juan Loewen Shoebox Street From Mexico: You can add my invoice  
[2023/12/19 上午10:49:29] Eileen zhang: ok, moment please  
[2023/12/19 上午10:49:38] Juan Loewen Shoebox Street From Mexico: 📲  
[2023/12/19 上午10:52:32] Eileen zhang: BB20231216E LED lamps light from Eileen BBIER.pdf • 1页<附件: 00000694-BB20231216E LED lamps light from Eileen BBIER.pdf>  
[2023/12/19 上午11:05:31] Juan Loewen Shoebox Street From Mexico:<附件: 00000695-PHOTO-2023-12-19-11-05-30.jpg>  
[2023/12/19 上午11:06:13] Eileen zhang: i write the total qty for PCB and driver  
[2023/12/19 上午11:07:33] Eileen zhang: dont worry, we will ship the correct for you, 5pcs PCB and 5pcs driver😊  
[2023/12/19 上午11:08:09] Eileen zhang: or shoud i revised it by saperate for you?  
[2023/12/19 上午11:17:15] Juan Loewen Shoebox Street From Mexico:<附件: 00000699-PHOTO-2023-12-19-11-17-14.jpg>  
[2023/12/19 上午11:17:53] Juan Loewen Shoebox Street From Mexico:<附件: 00000700-PHOTO-2023-12-19-11-17-52.jpg>  
[2023/12/19 上午11:18:50] Juan Loewen Shoebox Street From Mexico: No problem  
[2023/12/19 上午11:25:36] Eileen zhang: BB20231219E LED lamps light from Eileen BBIER.pdf • 1页<附件: 00000704-BB20231219E LED lamps light from Eileen BBIER.pdf>  
[2023/12/19 上午11:40:06] Juan Loewen Shoebox Street From Mexico: Yeah that's right thank you have a great day  
[2023/12/19 上午11:41:22] Eileen zhang: 📲  
[2023/12/20 上午9:37:34] Eileen zhang: hi How are you talking to the bank?😊  
[2023/12/20 上午9:37:52] Eileen zhang: about TT to our HK bank  
[2023/12/20 上午9:45:42] Juan Loewen Shoebox Street From Mexico: Hi  
[2023/12/20 上午9:54:12] Eileen zhang: hi  
[2023/12/20 上午9:55:05] Juan Loewen Shoebox Street From Mexico: Today the bank told me that it has been more than a year since I made an international transfer, the bank says that tomorrow or the day after tomorrow  
[2023/12/20 上午9:58:54] Eileen zhang: ok, you said the amount is for personal international transfer or for company?  
[2023/12/20 上午10:16:15] Juan Loewen Shoebox Street From Mexico: I am new to shipping to China so they are reviewing the data.  
[2023/12/20 上午10:20:51] Eileen zhang: yeah, understand  
[2023/12/20 上午10:21:42] Juan Loewen Shoebox Street From Mexico: Tomorrow I'll try again.  
[2023/12/20 上午10:22:37] Eileen zhang: you can check in your side which you send the payment to our T/T hk bank or you can send our US account?  
[2023/12/20 上午10:24:54] Juan Loewen Shoebox Street From Mexico: in a USA account too easy  
[2023/12/20 上午10:26:48] Eileen zhang: ok  
[2023/12/20 上午10:27:27] Eileen zhang: i send our US account to you  
[2023/12/20 上午10:27:56] Juan Loewen Shoebox Street From Mexico: Ok  
[2023/12/20 上午10:34:23] Eileen zhang: BB20231219E 3 pallets LED lamps light from Eileen BBIER.pdf • 1页<附件: 00000729-BB20231219E 3 pallets LED lamps light from Eileen BBIER.pdf>

# 从客户的付款来看，其实可以感受到客户是个做事情很有效率的人，所以当客户已经付款，我们需要对他的及时反馈给与夸赞和认可，增加相互信任程度~

[2023/12/20 上午10:40:12] Juan Loewen Shoebox Street From Mexico: OK. Tomorrow first thing I'm going to try that.

[2023/12/20 上午10:41:11] Eileen zhang: ✋

[2023/12/20 下午11:07:19] Juan Loewen Shoebox Street From Mexico: <附件: 00000732-PHOTO-2023-12-20-23-07-18.jpg>

[2023/12/20 下午11:07:59] Juan Loewen Shoebox Street From Mexico: It's the invoice number ??

[2023/12/20 下午11:12:19] Juan Loewen Shoebox Street From Mexico: <附件: 00000734-PHOTO-2023-12-20-23-12-18.jpg>

[2023/12/20 下午11:12:25] Juan Loewen Shoebox Street From Mexico: <附件: 00000735-PHOTO-2023-12-20-23-12-24.jpg>

[2023/12/20 下午11:14:05] Juan Loewen Shoebox Street From Mexico: the transfer is done

[2023/12/20 下午11:15:12] Juan Loewen Shoebox Street From Mexico: <附件: 00000737-PHOTO-2023-12-20-23-15-11.jpg>

[2023/12/21 上午8:38:09] Eileen zhang: yes, correct

[2023/12/21 上午8:38:30] Eileen zhang: You are the most efficient person I have ever seen ✋ 老外也一样喜欢听好话，该拍的马屁还是要及时夸赞

[2023/12/21 上午8:39:06] Eileen zhang: I will ask our financial colleague to pay attention enter time, and will let you know you

[2023/12/21 上午8:39:44] Eileen zhang: and I will arrange you order to produce to factory, any update news will let you know

[2023/12/21 下午12:33:35] Juan Loewen Shoebox Street From Mexico: Thank you, praise the Lord

[2023/12/21 下午12:35:38] Juan Loewen Shoebox Street From Mexico: Thank you

[2023/12/21 下午7:14:03] Juan Loewen Shoebox Street From Mexico: Hi

[2023/12/21 下午7:19:21] Juan Loewen Shoebox Street From Mexico: What is the price of the lamp shoe box street light 100 w. with photocell

[2023/12/21 下午7:22:49] Eileen zhang: Hi

[2023/12/21 下午7:22:54] Eileen zhang: Good morning to you

[2023/12/21 下午7:23:18] Eileen zhang: Let me check for you

[2023/12/21 下午7:36:45] Eileen zhang: the exw price of 100W shoebox street light with photocell sensor-----\$76/pc

[2023/12/21 下午7:36:48] Juan Loewen Shoebox Street From Mexico: Price per Pellet up to me Texas address

[2023/12/21 下午7:37:25] Eileen zhang: so you want to add 1 pallet for 100W?

[2023/12/21 下午7:37:42] Juan Loewen Shoebox Street From Mexico: Not now

[2023/12/21 下午7:38:01] Eileen zhang: ok

[2023/12/21 下午7:38:52] Juan Loewen Shoebox Street From Mexico: To know the price

[2023/12/21 下午7:39:15] Eileen zhang: yes, i send price for your study, moment please

[2023/12/21 下午7:41:47] Eileen zhang: i think the packing qty is the same of 150W for 1 pallet, so the 1pc 100W cost is 102\*\$76=\$7752

[2023/12/21 下午7:42:07] Eileen zhang: and the shipping cost, moment please

[2023/12/21 下午7:54:51] Eileen zhang: 1 pallet 100W shoebox street light by sea, shipping cost is about \$1660 at current quote from shipping company, the shipping cost valid time is about 15 days, because the new year time is coming and all shipping company will increase the cost from Jan to Feb

[2023/12/21 下午7:57:05] Juan Loewen Shoebox Street From Mexico: Ok

[2023/12/21 下午7:58:04] Eileen zhang: in my opinion, if you want to add any other model, i will advise you can ship with your 3 pallet order, it will much reasonable

[2023/12/21 下午7:58:28] Eileen zhang: welcome to share me with your idea

[2023/12/21 下午7:59:19] Eileen zhang: separate 1 pallet shipping cost is higher than 2-3 pallets

[2023/12/21 下午8:01:45] Juan Loewen Shoebox Street From Mexico: ok, I'll think a little

[2023/12/21 下午8:02:16] Eileen zhang: yeah

[2023/12/21 下午8:03:14] Eileen zhang: any questions, please let me know

[2023/12/21 下午8:05:35] Juan Loewen Shoebox Street From Mexico: but the price 150w. It is \$79, what is the price of the 100w one.

[2023/12/21 下午8:08:06] Eileen zhang: yes, the price is not much different between 100W and 150W

[2023/12/21 下午8:35:57] Eileen zhang: Juan, i have applied some discount from company that we can do best price \$74.5/pc for 100W with photocell sensor for 1 pallet for you, please well noted

[2023/12/21 下午8:37:03] Juan Loewen Shoebox Street From Mexico: Ok

这些图片是付款水单

## 5. 业务对待客户的要点?

上述案例分享的是我和客户成交的第一个批量订单的沟通细节和时间卡点，后续我和客户的谈判和订单持续性也是一样的道理，循序渐进的与客户沟通跟进及时反馈。

我个人认为跟进客户的要点，还是认真做好客户背调工作，多认真了解客户市场，产品真实需求和客户的目标群体，提供针对性并合理的报价，根据不同的客户性质，灵活的运用不同的沟通方法，对于我这个客户他非灯具专业买手，所以我在与客户沟通的全部过程中，我将作为一位专业的灯具销售主动领导客户提供建议让客户选择，让自己占主动权而非被动的被客户牵着逼着走，交期和及时回复率，赢得客户的信任是合作的基础，多注意与客户沟通的细节，我一直认为细节绝对成败是真理，所以与客户的沟通过程中多注意细节，细节还是细节~

我的分享结束，感谢观看和聆听