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Reinhold Krammer Spoke at GACC Midwest and IHK Halle-Dessau: Sales Workshop

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By: Reinhold F. Krammer

On November 4, 2020, Reinhold F. Krammer, Principal in Masuda, Funai, Eifert & Mitchell, Ltd.'s Litigation Practice Group, spoke on the topic of "Sales & Marketing in Times of COVID-19" at the German American Chamber of Commerce of the Midwest (GACC Midwest) and IHK Halle-Dessau: Sales Workshop U.S. The program covered establishing sales and communicating with customers and partners, as well as how to properly prepare your own employees working in the U.S. Some insights were covered on the following:

- What do American customers expect from my product?
- How do I find and keep my sales partners?
- What do's and don'ts apply in discussions and negotiations with U.S. business partners?
- What legal considerations and risks should be reviewed when entering the U.S. market?

The (GACC Midwest), headquartered in Chicago with a branch office in Detroit, was founded in 1963. GACC Midwest is an integral part of the German Chamber Network (AHKs) with 140 offices in 92 countries around the globe. Our continuing mission is to promote German-American business relations and to support trade and investment between Germany and the United States, especially the Midwest. Our organization combines elements of a trade commission, a membership association, and professional consulting services for market entry, apprenticeships in the U.S., and more. GACC Midwest's territory covers 14 U.S. states, comprising together approximately one quarter of the nation's geographical area, its population, and its GDP.