

Understanding American Culture

Dealing with American
customers for an ecommerce
online business



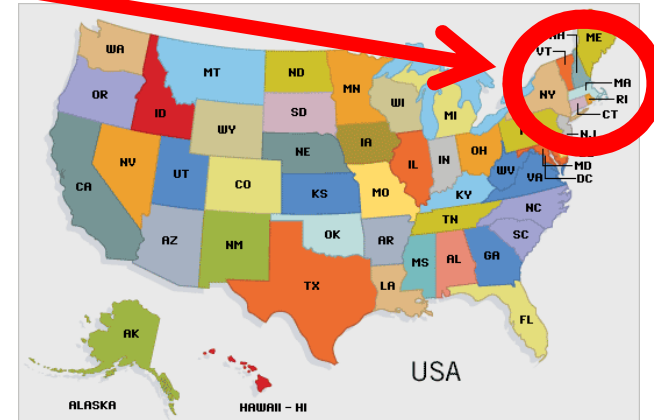
Michael Michelini
CEO
Shadstone Ltd.

Personal & Company Background



Michael Michelini 迈理倪

- Grew up in NorthEast USA (New York)
- 3rd generation American born
 - Grandparents from Italy, Russia, France, Canada
- First website in 1999
- Selling online since 2003
- Moved to China end of 2007



- Shadstone Limited is an ecommerce company selling home & gift products B2C in USA
 - Internet marketing office in China
 - Call Center in Philippines
 - Representative of USA internet & USA merchant account companies



Today's Agenda

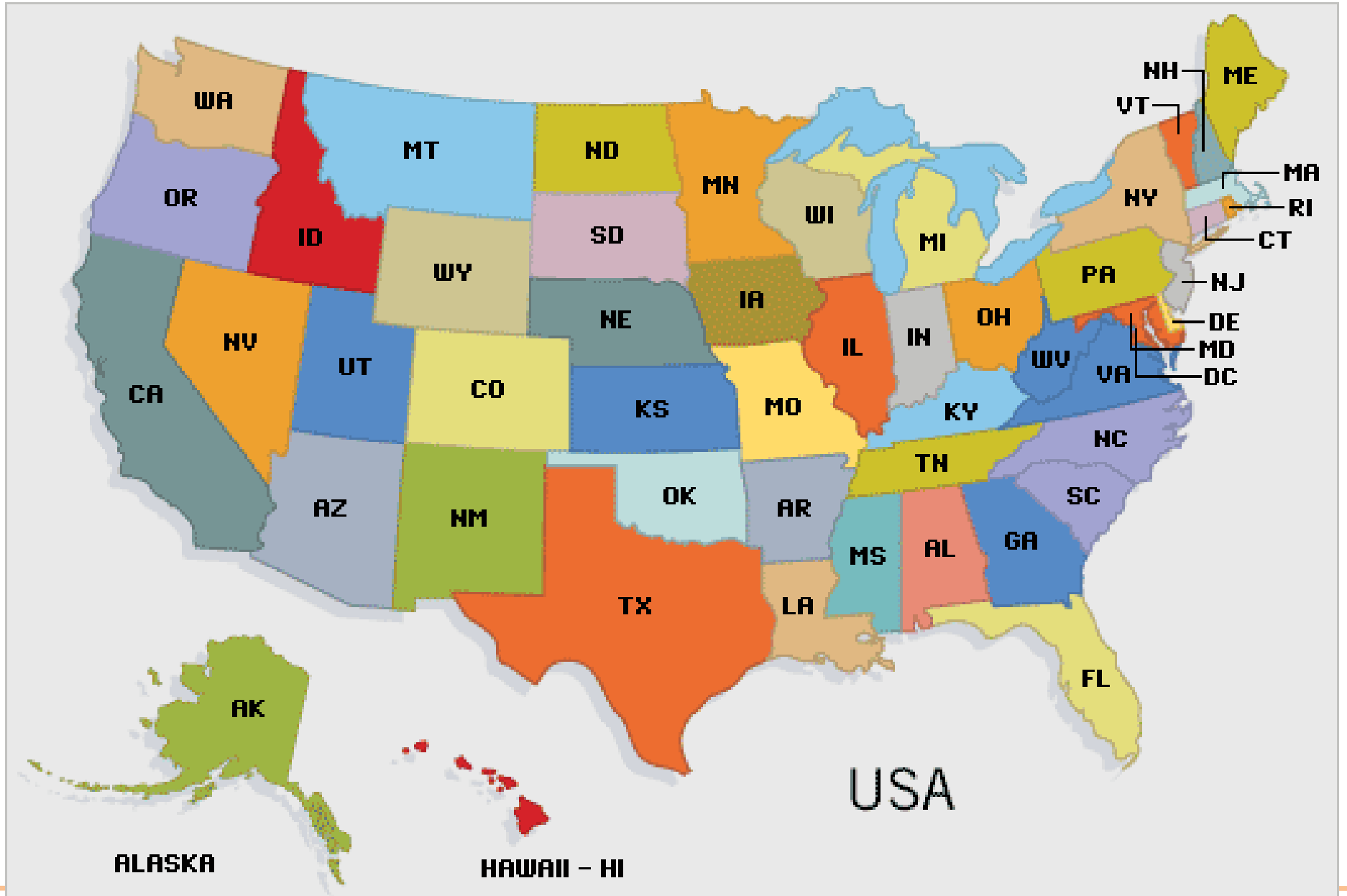
- Understanding American background
 - Independent thinkers
 - Freedom is very important
- Understanding Different Regions of USA
 - Northeast USA (New York)
 - Southeast USA (Florida, Georgia)
 - West Coast USA (California, Washington State)
 - Central USA (Chicago, Michigan)
- Patience of Americans
 - Most want it now
- Being a REAL PERSON
 - Don't be a robot, realize they like chat (mostly)



Understanding Background of USA

- Young country, kicked out British to be independent
 - Melting pot, cultures and people from all over
 - Lots of mixed blood (like me)
 - Always talk about being free, able to do what they want
 - Pressure to make money
 - Trust easily, quickly,
 - But also get upset quickly.
 - Low patience
 - Time is money
 - Don't like to get delayed response
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Parts of USA



Most Orders to:

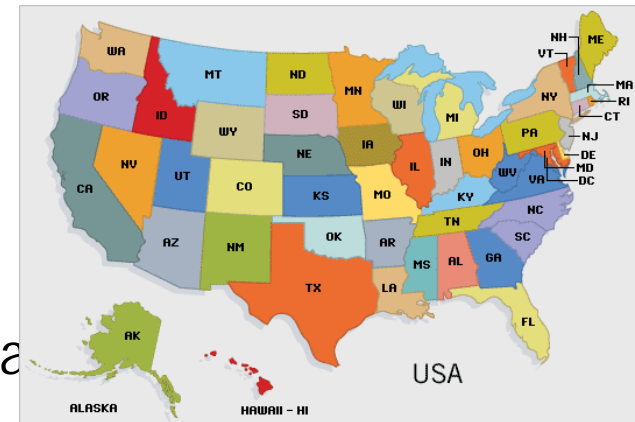


These are the main areas for our customer orders, and where most of people live in USA:

- New York (north east)
 - California (west coast)
 - Florida (south east)
- Its good to understand all these people, where they come from. But also realize many travel from all over the world and these 3 areas are all mixes of people.
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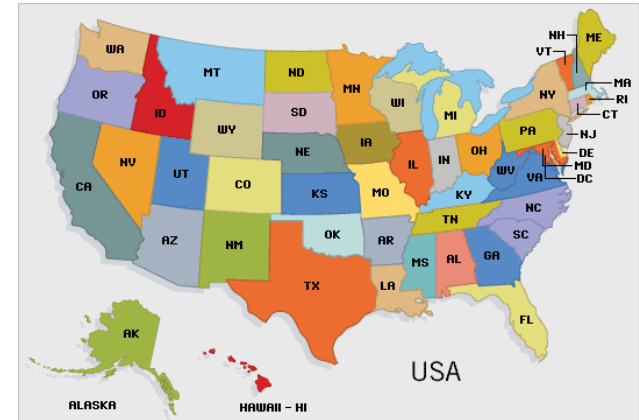
Northeast USA

- New Yorkers
 - New Jersey
 - Connecticut
- Washington D.C. (not the state)
 - Government of USA
- Mostly have higher incomes than other parts
- FAST TALKING
- Don't like to waste time
- Want product FAST
- Will spend more to get it faster a lot of times
- Don't like to repeat themselves.



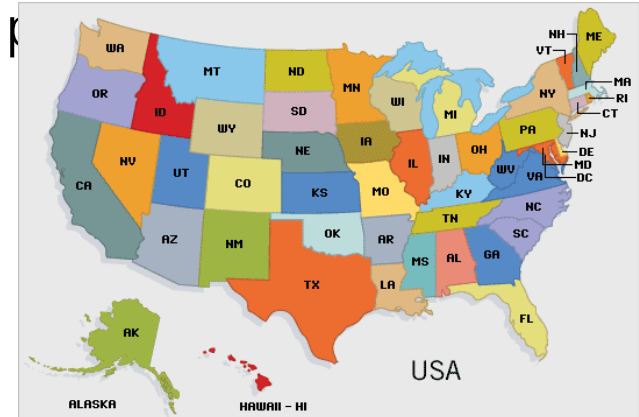
Southeast USA

- “farm land”
 - Florida is a little different, many people move there from New York and northeast USA
- Slower pace, talk slower
- Not as in big of a rush
- Texas
 - “cowboys” big drinkers,
 - Think texas is its own country,



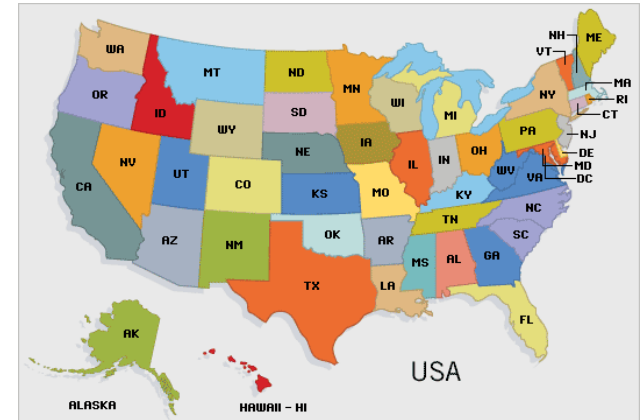
West Coast USA

- California
 - Los Angeles - Surfers, Hollywood. Relaxed
 - San Francisco – where Google is, more internet p
- Washington State
 - Also internet friendly.
 - Rainy,
 - Coffee shops
- Normally highly educated people
- Also expensive like New York



Central USA

- Mostly flat land.
- Not so many cities, or crowds
- Chicago is main city, where they were known to be in charge of all the farm goods in USA
- Detroit Michigan is where Ford and other car companies are based. But getting poor there
- Most people are relaxed, not in as big of a rush as New York or California or Florida



Role Playing



- Where are my goods? What's my tracking number
 - Do you have a store?
 - I only received part of my order, where's the rest of it?
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Conclusion



- Listen to your customer demands
 - Get their name first

