



# EWEXPORT

## OBJECTIVE

The objective of this workshop is to provide the tools and comprehension on how to tune the organisation to face the challenges and expectations of the export markets.

## ABOUT THE SPEAKER

Manuel Alves, BA(Hons), MA, MSc, our principal trainer, has 10 years of experience in new product development and green field export sales development, in particular in the selection, appointment and managing of agents and distributors in Western and Eastern Europe, South America, Asia and Australia.

He brings to the training a profound knowledge and experience with SMEs and blue-chip organisations and real life examples, practical solutions and life experiences.

## WHO SHOULD ATTEND

This course is designed for the decision-makers / management team with little experience in international environment who wish to understand the essentials of an effective sales force and changes needed to achieve overseas success.

## WHAT DOES THE WORKSHOP COVER

- Does your sales force have the skills to develop international markets?
- Do you have the right incentives in place?
- Can you communicate effectively with your customers?
- Continuous improvement: liaison between sales force and New Product Development (NPD)