



EWEXPORT

OBJECTIVE

The objective of this two-day course is to evaluate the possible routes to market and how to sell and elaborate a value proposition.

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 organizations and real life examples, practical solutions and life experiences.

WHO SHOULD ATTEND

This course is designed for those who work in the area of export development, who want to understand fundamentals over the daily activities within sales development.

WHAT DOES THE COURSE COVER

- Basics of sales budget
- How to search for adequate local partners to distribute/ import your product
- Monitor the development and activity of your international partners
- How to introduce your products in a distributor that already has competitors' products?
- Do you have a CRM tool?
- Who are your competitors and what do you know about them?
- Do you know your customers?
- Sell the added value and benefits
- Understand your weaknesses and strengths

PRACTICAL PART

The course includes a practical workshop, which involves the delegates in:

- Simulation of CRM database
- Decision on choosing international partners
- SWOT analysis

**can be customised to the business cases of companies present*