



Accelerate export sales growth with Enterprise Ireland's

International Selling Programme 2012

The International Selling Programme is Enterprise Ireland's proven export sales development programme targeted exclusively at maximising export sales for Irish companies. This customised, practical programme is delivered by Dublin Institute of Technology (DIT) in partnership with a panel of world-class experts and practitioners. Participation on the programme will deliver real and immediate impact both for you as an individual and for your company. The programme enhances the ability to access new markets and accelerates export sales growth.

Key Participant & Company Benefits

The programme delivers both individual and company benefits and helps you and your company to:

- 1) Maximise the potential in your sales cycle, from defining your value proposition right through to closing sales, tracking performance and rolling out a channel management plan.
- 2) Gain an insider view of internationally proven sales strategies to go beyond familiar export markets.
- 3) Develop an ambitious, executable International Growth Plan to execute your company's business goals.
- 4) Earn an Internationally recognised Diploma in International Selling.

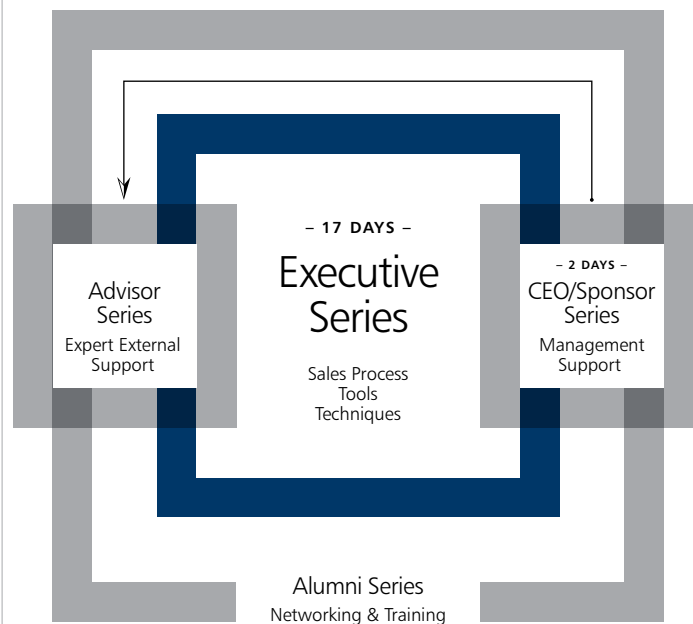
WHO SHOULD PARTICIPATE?

The International Selling Programme is for manufacturing and internationally traded services companies currently exporting or with advanced plans to do so. The proven tools you will master are relevant to any growth orientated company.

Participants should typically spend a minimum of 30% of time in a sales role and must be at the level of;

- MD/CEO
- Sales/Commercial/Marketing Director (or other Director Level),
- Sales/Commercial/Marketing Manager
- Business Development Executive
- Technical Sales Lead

COURSE STRUCTURE & ACCREDITATION



The programme is structured around four elements;

- Executive Series
- Advisor Series
- CEO Sponsor Series
- Alumni Series

EXECUTIVE SERIES

Eight x 2 day modules and 1 day finale delivered over an 11 month period. Key themes include strategy, skills and process. Each module is accompanied by practical, company-specific assignments. At the end of the programme participants will develop an international growth plan aligned to their company's overall business strategy and growth targets.

ADVISOR SERIES

Five face-to-face sessions with a business advisor. The BA advisor works with participants to help them translate their programme learning into export sales results.

CEO SPONSOR SERIES

2 days of specific content for a senior colleague to help support dissemination of learning throughout the business.

ALUMNI SERIES

Networking is a key benefit to programme participation and this is encouraged beyond the year of attendance. Past participants are encouraged to maintain and leverage this network of 300+ Irish exporting companies through a series of networking and training events.

ACCREDITATION

On successful completion of the programme participants are awarded a diploma in International Selling. The programme is accredited by DIT, recognised as Irelands premium business school who have successfully run the programme since 2006 and who award an internationally recognised qualification in sales management.

'My participation on the International Selling Programme resulted in implementation of a tailored sales process with clear steps, practical tools and measurable outcomes. It has transformed our business and delivered huge benefits which are ongoing. This business impact has been further supported by further members of my team participating on subsequent years'.

ANDREW YOAKLEY, HEAD OF SALES, REALX PAYMENTS

Executive Series

Module **:01**

Strategic Positioning

- Understand value from the customer perspective
- Learn how to position your products or services in competitive markets
- Create an elevator pitch and distinguish between qualified prospects and non-prospects.

Module **:02**

Sales Process

- Focus on growing the pipeline
- Learn how to qualify targets by diagnosing and planning effectively
- Align your sales process with your strategy
- Track your selling activity to increase conversion.

Presentation Frameworks

- Presentation frameworks are provided which outline a logical structure for effectively delivering your message with confidence.
- Skills for building rapport, generating interest and engaging and persuading your prospects are also mastered.

Module **:03**

Competitive Selling

- Learn how to utilise your own personal capital and how to build that of the Sales Team around you.
- Comprehend the underlying motivations of Salespeople and how to nurture their progress.
- Decipher how to plan for sales opportunities and thus maximise success rates.
- Take a deep dive into qualification techniques and identify those questions that will lead to 'Yes'.

Module **:04**

Routes to Market

- Master frameworks to select the 'right' route to market for your company and manage and motivate the channels you already have in place.
- Develop expertise in determining and executing the joint customer value proposition, including relationship management, branding and services.
- Identify your ideal partner profile and understand governance issues concerning channel agreements across international markets.

Module **:05**

Marketing Intelligence

- Equips participants with the know-how to go about devising and collecting a marketing intelligence plan, assessing the information and making informed decisions on market entry strategy.

The International Buying Process

- Understand how buyers make decisions and learn about the evolving buying processes and strategies from the buyer's perspective.

Module **:06**

New Customer Acquisition

- Develop a process for new customer acquisition which considers lead generation objectives in relation to revenue objectives.
- Understand how to maximise both the traditional and digital lead generation tactics in line with your new business revenue goals.
- Learn to optimise lead generation opportunities by using a framework for communication with potential and existing customers.

OR

Key Account Management

- Learn how to qualify a key account.
- Focus on the development of a key account strategy and learn how to apply tools and techniques to move you into deeper and mutually beneficial relationships with your key accounts.

Module **:07**

Global Business Culture and International Negotiation

- Learn about the dimensions of culture across markets and how this impacts on all sales behaviours and approaches.
- Gain a systematic understanding of how to negotiate, based on an appreciation of cultural differences and master advanced closing techniques.

Module **:08**

Meet the Buyer

- Present to a professional international buyer and receive feedback
- Learn how to listen, respond to questions and handle objections
- Test your cultural, industry and market understanding.
- This module also provides an opportunity to network with buyers operating in your industry sector.

Module **:09**

International Growth Plan

- Create an International Growth Plan tailored to your company's focus and linked to the overall business strategy and sales targets in international markets.

CEO/Sponsor Series

The objective of the CEO series is to enable support of the programme participant to facilitate implementation of programme learning. Incorporating two one day workshops, the CEO series provides for access to, familiarisation with and peer learning around fundamental elements of programme content.

'Attendance at the CEO Workshop was an excellent investment of my time – we implemented the tools immediately and they have proven to be invaluable to the business.'

FRANK MADDEN, CEO AND SALES DIRECTOR, CREST SOLUTIONS LTD

Advisor Series

DIT will appoint a Business Advisor with appropriate sales and/or sector expertise who will facilitate participants through action learning, targeted objectives and an export growth plan. This series comprises five sessions which equates to approximately 2 days advisory time.

'I have found all of my Advisory sessions to be extremely beneficial. It's great to be able to get an outsiders view of our strategy - particularly from someone of my Advisors calibre. Her ideas and alternative solutions to issues are invaluable.'

SIMON FAWSI, BUSINESS MANAGER, MONEYMATE.

Principal Programme Facilitators

DAVE STEIN is DIT Adjunct Professor of Sales and Sales Management, and CEO of ES Research Group, a business advisory firm that helps evaluate, implement and measure sales improvement programmes. Through his past work as a sales consultant, coach and trainer, Dave offers a unique view of sales methodologies and training approaches. Dave is author of *How Winners Sell: 21 Proven Strategies to Outsell your Competition and Win the Big Sale* (Kaplan Press 2004).

PAUL O'DEA is CEO of Select Strategies, a strategy consulting practice and education firm which helps leadership teams make growth happen. Paul is co-author of *Select Selling* (Oak Tree Press 2004) and recently published *The Business Battlecard – Winning Moves for Growing Companies* (Oak Tree Press 2009)

MICHAEL MCGOWAN is the co-founder and CEO of SALESSYSTEM, a company specialising in training professional sales people. He has worked with many local and international companies and has a no-nonsense, direct and honest approach to selling and sales training.

MICHAEL COMYN is a master trainer, broadcaster, consultant and communications specialist and has delivered training for the last 23 years. Michael's specialities centre on presentation skills, influencing skills and rapport building.

Information on all faculty members are available on our website.

A Proven Track Record...

We're confident that this programme will have a real impact on your sales performance. But don't just take our word for it. Here's what some of our past participants have had to say:

'I believe the International Selling Programme has lifted the standards of my own efforts and has had a significant impact on sales performance in the company as a whole. I doubt it is coincidental that we are having the best year to date in the last five years'.

GARY MORRISON, MARKETING DIRECTOR, QWIZDOM

'In a large organisation with a number of diverse selling territories the delivery of a unified approach to selling can be a challenge. The programme enabled me to provide a roadmap for the implementation of a consolidated, organisational sales strategy which is more aligned with all other business functions and has surfaced a wave of new business opportunities'.

DERMOT FARRELL, GENERAL MANAGER, FOOD SERVICES, LAKELAND DAIRIES CO-OP LTD.

'The clear message I have picked up to date is that Sales is a 'Process' not an 'Art' and that if the correct process is in place – business will follow. I am now much more systematic than before attending this programme'.

JOE CRINNION, MANAGING DIRECTOR, OGHMA SERVICES LTD.

'The training has enabled us to fully embed new processes into the organisation – which has greatly improved our consistency and effectiveness. As a result we are confident that we will grow sales into new markets by at least 10% this year despite the current climate. I've undertaken various sales training initiatives before but I'm finding that this programme is really embedding an excellent and formal sales process within the company in a way that we have been unable to do previously'.

PETER SHIELS, EG INFORMATION CONSULTING

How to Participate

The next International Selling Programme commences in January 2012. The full cost per participant is €12,989. This includes Executive and CEO participation and the assignment of a Business Advisor.

Participation on the programme is supported by Enterprise Ireland at the following rates.*

Company Size	Funding Rate	Cost to Company
less than 250 employees	70%	€3,897
over 250 employees	50%	€6,494

In addition to the above, Per Diem funding can be claimed by participating companies subject to attendance.

*Companies must be eligible Enterprise Ireland clients to avail of funding support.

Applications are now being accepted. Places are limited. The closing date is Friday 28th October 2011 and interested parties can apply online at: www.enterprise-ireland.com/internationalselling

To find out more, contact:

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E: internationalselling@enterprise-ireland.com

W: www.enterprise-ireland.com/internationalselling

Enterprise Ireland will not release any information received as part of this application except as may be required by law, including the Freedom of Information Act 1997 (as amended from time to time). In the event of an FOI request, the client will be given reasonable advance notice in order to contest such disclosure.

Enterprise Ireland is funded by the Irish Government and part-financed by the European Union under the National Development Plan 2007-2013

