

## **Developing International Sales workshop – course overview**

This one-day (eight-hour) intensive workshop has been designed to help small businesses in the UK build solid, sustainable and profitable international business.

Delegates who take part in this class should leave with a good understanding of the end-to-end sales process which can be applied to their own business helping them to deliver rewarding evolution and expansion.

Here is a summary of the knowledge and skills we will work on:

### **Pre-Workshop Activity (where are we today?)**

- Defining the domestic marketplace and any pre-existing international business.
- Defining the existing 'ideal customer profile'.
- Understanding existing operational activities (routes to market).
- Understanding and quantifying historical activity (why are these routes to market selected?).

### **Module 1: An Introduction to Professional, B2B Selling**

- 1.1 What is Professional, B2B Sales?
- 1.2 Skills, Knowledge and Behaviours.
- 1.3 The Sales Cycle.

### **Module 2: Selling Internationally**

- 2.1 Clarifying the offering.
- 2.2 Selecting international markets.
- 2.3 Engaging the selected market.
- 2.4 Barriers to success.
- 2.5 Sources of information.

### **Module 3: Generating the Pipeline**

- 3.1 Clarifying the market.
- 3.2 Defining and identifying partners.
- 3.3 Establishing contact.
- 3.4 Developing interest.

### **Module 4: Evolving Relationships**

- 4.1 Gaining mindshare and creating 'pull'.
- 4.2 Activity planning.
- 4.3 Monitoring progress.

### **Module 5: Growing Your Business**

- 5.1 Customer success.
- 5.2 Building on success.