

WIN AGAINST INTERNATIONAL COMPETITION

Unique Courses and Workshops for International Chinese Companies

The Challenge

Chinese enterprises that operate internationally are facing greater difficulties in competing successfully. Increasing resources' costs and quality demands means that "low price" strategy is not sustainable anymore. Therefore Chinese enterprises must utilize modern international competitive strategies based on innovation, quality, relationships, branding, and more, if they want to win against their competitors. However, for that organizational capabilities and skills must be first developed, at an international level.

Target Audience

Managers and employees, of medium sized International Chinese companies, who take active part in their company's international activities and come in contact with foreign customers, partners, managers and colleagues.

Fit specifically to first line managers and employees who engage in international activities such as marketing, sales, service and support, and are in direct contact with customers, distributors and other foreign partners.

Also purchasing, as well as R&D personnel, working internationally, can benefit from the training.

Objective & Benefits

The objective of the training is to enable managers & employees to improve significantly their international performance, by providing them with inspiration, new ideas, techniques and practical tools to better deal with day to day international situations.

This know-how will increase the effectiveness and efficiencies, of international activities, by improving communications, reducing conflicts, and setting a higher international business standards, across the organization.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Training Uniqueness

- ✦ Practical point of view, connected to business realities.
- ✦ Based on years of international business experience.
- ✦ Flexible tools & techniques which fit multiple situations.
- ✦ Founded on insights from empirical research.

Formats & Methods

Programs include courses and workshops, 4-16 hours in length. Courses provide a broader view of a specific professional domain, while workshops cover a specific dilemma in a solution based practical “hands-on” approach. Delivery methods include: frontal lectures, in-class exercises, brainstorming sessions, audience debate & reflections, Q&A etc. Each program consist of a detailed syllabus, accompanying slides, worksheets and reading lists. Programs may be modified or adapted in accordance to customers’ unique requirements.

Content

Taking into account real life business limitations, the programs’ unique content is based upon critical integration of empirical research results, case studies and updated international practical experience, including Proxy’s own experience with various international projects & training. Domains covered include: International business, marketing & sales Management, services marketing, relationship management, cross-cultural management and more.

Topic Examples

- ✦ Building trust and strong business relationships with foreign customers and partners.
- ✦ International growth by increasing customer & marketing orientation across the organization.
- ✦ Satisfied international customers & partners - the powerful secret of ‘Quality of Service’.
- ✦ Boosting creativity and innovation across international organizations.
- ✦ Winning the modern business battleground— marketing strategies for managers.
- ✦ Effective handling of international meetings & presentations.
- ✦ International branding as a competitive advantage, and as an organizational culture.
- ✦ Top international results – effective sales management, processes and techniques.



Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 20 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. [More...](#)

Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau, together with a Dutch investment company. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential. [More...](#)

