

Germany SME Training Portfolio 2015

UPGRADE YOUR INTERNATIONAL MARKETING & SALES SKILLS

Unique Courses and Workshops for German Small & Medium Exporting Companies

SME International Marketing Management

- ✦ Boosting SME export performance.
- ✦ Increasing SME international orientation.
- ✦ Introduction to SME B2B international marketing.
- ✦ Identifying international marketing opportunities.
- ✦ How to find and analyze international market information ?
- ✦ SME international marketing planning.
- ✦ International marketing strategy formulation for SMEs.
- ✦ Pricing in international marketing for SMEs.
- ✦ Managing risks in international marketing for SMEs.
- ✦ International branding for SMEs.
- ✦ Innovation & creativity in SME international marketing.
- ✦ Marketing to China / India / developing countries.
- ✦ Objectives, measurements & ROI in international marketing.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



SME International Channel Management

- ✦ International marketing channels management.
- ✦ International channel strategies for SMEs.
- ✦ Leadership in international marketing channels.
- ✦ Setting up international marketing channels.
- ✦ How to recruit the best distributors abroad ?
- ✦ Working effectively with international sales agents.
- ✦ How to motivate international channel partners?
- ✦ International channel conflict management.
- ✦ E-channels strategy & tactics in international marketing.
- ✦ Increasing personal effectiveness in channel management.
- ✦ International channels critical challenges & solutions.
- ✦ China Internet marketing channels.

SME International Sale Management

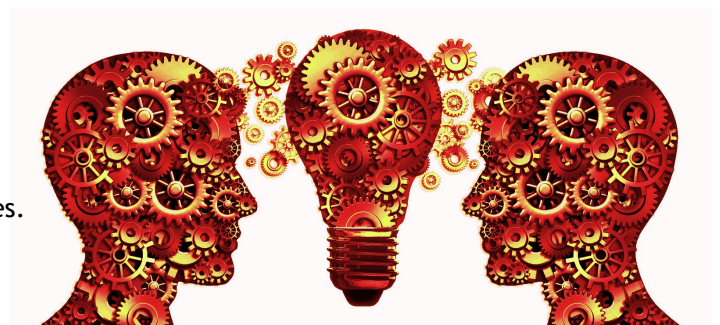
- ✦ Introduction to international sales.
- ✦ The international business sales process.
- ✦ How and why international customers buy?
- ✦ Culture as a critical element in international sales.
- ✦ Building trust with international customers.
- ✦ Managing international sales meetings.
- ✦ International prospecting—how to find customers abroad ?
- ✦ Identifying and influencing international buyers.
- ✦ Lead generation techniques in International sales.
- ✦ International Key Account Management.

SME International Business Relationship Management

- ✦ How to develop long term business relationships?
- ✦ Cultural differences in international business relationships.
- ✦ How to build trust in international business relationships.
- ✦ Networking for international business success.

SME International Technology Marketing

- ✦ High-Tech International Marketing.
- ✦ International marketing for electronics equipment.
- ✦ International marketing for industrial equipment.
- ✦ International marketing for software products.
- ✦ International marketing for information technologies.
- ✦ Clean-Tech international marketing.



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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...](#)

