

SUCCESS IN INTERNATIONAL AGENCY

HOW TO BETTER MANAGE THE INTERNATIONAL INTERFACE?

Unique Workshop for Commercial Agents Representing International Companies

The Challenge

Representing international vendors, as a commercial agent, entails unique business opportunities and potential. Yet, these come at a greater uncertainty and risk, requiring more investment of efforts and time. The main reasons are the various expectations, knowledge, cultural and physical gaps between the two sides.

A critical factor for the agent's success lies in the FIT between the vendor and the agent, and the effective management of the interfaces between the two. These can be significantly improved by a specific professional training.

Target Audience

Workshop is intended specifically for commercial or sales agents who represent international vendors, at an assigned territory, outside the vendor's country of origin.

Both freelancer agents, as well as employees or managers, of an agency organization, will benefit greatly from this workshop.

In addition persons who consider to advance their career into agency position, will be equipped with additional knowhow to advance on their future decision.

Objective & Benefit

Workshop's objective is to provide professional information, techniques and practical tools in order to better manage the working interfaces between a commercial agent and its international vendor.

At the end of the workshop, participants will better understand how to choose the right international vendors and how to develop effective and efficient business relationships with them.

This should lead to reduced risks and improved business performance for both sides.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Workshop Uniqueness

- ✦ Commercial agent view, connected to business realities.
- ✦ Based on years of international business experience.
- ✦ Practical tools, techniques and "inside" vendor tips.
- ✦ Integrates sales, marketing and managerial approaches.

Format & Methods

Critical integration of up-to-date practical 'hands-on' knowhow and experiences, from around the world, with life cases and relevant empirical research results.

A 4-6 hours workshop. Delivery methods include: frontal lectures, in-class group exercise, audience debate and Q&A session. Workshop program consist of a detailed syllabus, accompanying slides, worksheets and reading lists.

Program may be modified or adapted in accordance to customers' unique requirements (at additional cost).

Program may be modified in order to fit into broader training portfolios of training companies or professional organizations.

Workshop reference number:
SME-SAWS-01.

Format or content may
change without notice.

Content

- ✦ The international commercial agency context.
- ✦ International vendors' needs and expectations.
- ✦ Identifying International agency opportunities.
- ✦ Qualifying & selecting international vendors.
- ✦ Negotiating terms with international vendors.
- ✦ Building value for international vendors.
- ✦ Managing quality vendor relationships.
- ✦ Mitigating vendors weaknesses & mistakes.
- ✦ Narrowing culture gaps & business conflicts.
- ✦ Exercise, debates, questions & answers.



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...](#)

