

INTERNATIONAL MAREKTING

BOOSTING SME EXPORT PERFORMANCE

Unique Course for Small & Medium Exporting Companies

Export Performance

Export Performance is contingent on large number of factors, not all under the control of the SME's management. SME's, suffering from stringent resource constrains, must focus on certain, carefully selected, critical success factors, in order to improve their exporting performance.

Target Audience

Exporting SME's owners and top management are frequently engaged in relatively minor, and pressing, day to day tasks, while neglecting the bigger picture. Taking a step back, understanding what is important and how to focus on strategic issues may lead the company towards significant improvements in export performance, despite SME's inherent limitations.

Objective & Benefit

Course objective is to equip SME's owner and managers with frameworks, techniques and practical tools to effectively manage company's export performance. Course benefit to the organization is in developing its human resources, thus improving its short and long term performance. Specifically, the course will enable SME's managers to focus their attention and resources on the most critical factors relevant to export performance. This should result in better resource utilization, while improving performance at the same time.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Course Uniqueness

- ✦ Performance Oriented.
- ✦ SME manager's point of view.
- ✦ Practical "hands-on" approach.
- ✦ Cross-cultural context.

Format & Methods

Critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world.

An 8 hours course, divided into two sessions. Delivery methods include: frontal lectures, audience debate and Q&A session. Course program consist of a detailed syllabus, accompanying slides, worksheets and reading lists. Programs may be modified or adapted in accordance to customers' unique requirements, in order to fit into broader training portfolios of SME's training organizations.

Key Outcomes

- ✦ Explain key export performance success factors.
- ✦ Analyze & prioritize own success factors gaps.
- ✦ Compose the principals for an improvement plan.

Course reference number:
PSME-MMCR-01.

Format or content may
change without notice.

Content

- ✦ Export performance management
- ✦ Export critical success factors
- ✦ Export barriers and failure factors
- ✦ Marketing orientation & process
- ✦ Business environment analysis
- ✦ Handling cultural gaps
- ✦ Marketing strategy & planning
- ✦ Marketing mix adaptation
- ✦ Channels & sales management
- ✦ Managerial, HR & organizational factors
- ✦ Implementation considerations



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...](#)

