

INTERNATIONAL SALES

FUNDAMENTALS, PROCESSES & KEY TOOLS

Unique Course for Small & Medium Exporting Companies

International Sales

Achieving significant sales objectives in markets across borders and cultures, is not an easy task. Exporting companies, especially SMEs, are struggling daily, trying to bring in revenues, while facing fierce competition, and at the same time lack necessary resources.

Target Audience

Exporting SMEs' owners, managers and employees who are engaged in acquiring customers, and responsible for sales revenues abroad, can benefit tremendously from this short course.

While international sales management is a complex profession, only few sales personnel have received professional sales training.

Both experienced, as well as new international sales managers, or business development personnel, can benefit from this unique course, and acquire important professional fundamentals.

These fundamentals will enable sales personnel to be more productive, achieving better international sales results.

Objective & Benefit

Course objective is to equip SME's sales managers with principals, processes, and some practical techniques & tools to manage more effectively and efficiently SMEs international sales.

The course will enable sales personnel to better understand key elements of international sales processes and their roles within it.

Course benefit to the organization is in developing its human resources who are responsible for the company's revenues, thus resulting in an improved sales performance.

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

- ✦ Analyze key international sales success factors.
- ✦ Explain each stage of the international sales process.
- ✦ Describe culture's impact on international sales process.
- ✦ Identify key characteristics of high quality international business relationship.

Course reference number:
PSME-SMCR-01.

Format or content may
change without notice.

Content

- ✦ Introduction to international sales.
- ✦ Mapping international sales profession.
- ✦ Key success factors in international sales.
- ✦ Why and how international customers buy?
- ✦ Culture as a critical factor in international sales.
- ✦ High quality international relationships.
- ✦ International sales process explained.
- ✦ Various critical skills and practical tools.
- ✦ International sales case study.
- ✦ Debating participants' sales challenges.



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...](#)

