

UPGRADE

YOUR INTERNATIONAL MARKETING & SALES SKILLS

Unique Courses and Workshops for Small & Medium Exporting Companies

SME's are Special

Small and medium enterprises (SME's) are the cornerstone of economic activity. Yet, many SME's find it difficult to compete successfully, especially on international fronts. Operating in a highly volatile business environment, while at the same time suffering from stringent resource constraints, SME's must find innovative ways to overcome their success inhibitors. International marketing & sales are **CRITICAL** business domains where SME's can deploy unique strategies and tactics in order to improve significantly their business results, in spite of their limitations.

Target Audience

Exporting SME's owners and managers are challenged daily with daunting sales and marketing objectives, dilemmas & tasks. Losing market opportunities, trying to win customers and channels, maintaining revenues and profits are only few to name. Having limited resources at hand, managers' highway to success is by developing their own competencies - such as how to find new customers, recruit better distributors, win important projects against competitors etc. This can be done by upgrading international marketing and sales knowhow & skills.

Training Uniqueness

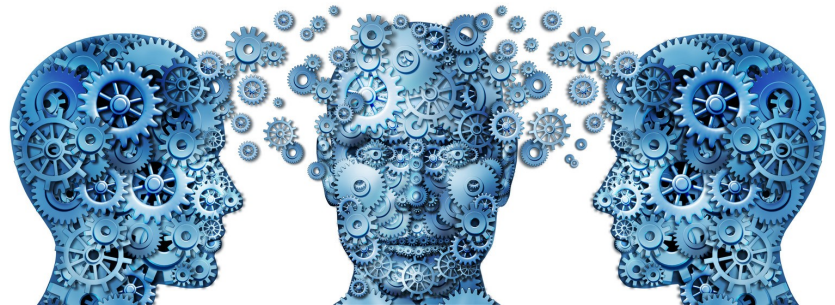
Specifically designed to develop SME managers' international skills, providing them with frameworks, techniques and practical tools to better deal with day to day marketing & sales challenges. Each program is centered around a specific international business dilemma or domain, taking the SME managers' point of view, as they face challenges in their on-going activity. Additionally, there is a strong emphasis on cross-cultural dimensions effecting marketing & sales processes.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Programs' Benefits

Developing the sales and marketing human resources, lead to improvements in short and long term performance. Effectiveness and efficiencies are effected - more marketing and sales results can be achieved for lower budgets. Seizing new opportunities, shortening time to market & reducing sales cycles, developing competitive advantage and increasing market & customer share - are just few examples.

Formats & Methods

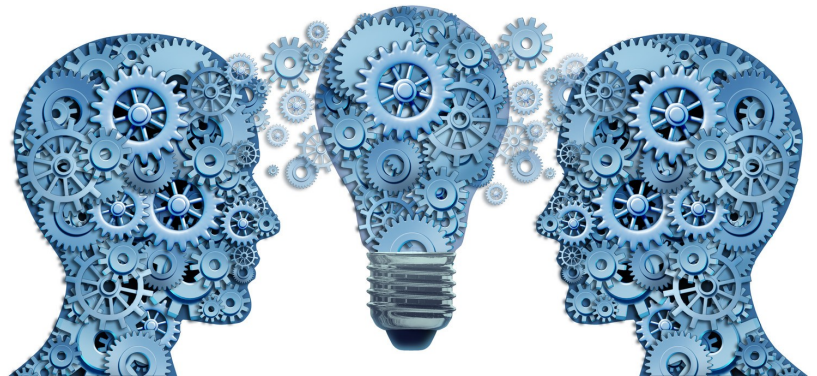
Programs include courses and workshops, 2-8 hours in length. Courses provide a managerial view of a specific professional domain, while workshops cover a specific dilemma in a solution based practical approach. Delivery methods include: frontal lectures, in-class exercises, brainstorming sessions, audience 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, in order to fit into broader training portfolios of SME's training organizations.

Content

Taking into account real life SME's limitations, the programs' unique content is based upon critical integration of empirical research results, case studies and the most updated practical hands-on experience from around the world, including Proxy's own experience with various SME related projects & training. Domains covered include: Marketing Management, Channel Management, Sales Management, Business Relationship Development, Technology Marketing and other special topics.

Topic Examples

- ✦ Boosting export performance
- ✦ Identifying market opportunities
- ✦ Understanding target markets
- ✦ Developing international channels
- ✦ Recruiting the best distributors
- ✦ E-Channels strategy & tactics
- ✦ High-Tech / Clean-Tech marketing
- ✦ Marketing into developing markets
- ✦ Wining against competitors
- ✦ Developing business relationships
- ✦ Increasing sales performance
- ✦ Marketing trends & innovations



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...](#)

