

# ACCELERATE

## YOUR INTERNATIONAL MARKETING & SALES SKILLS

**Unique Accelerators Workshops for Startup Companies & New Ventures**

### Entrepreneurs are Special

Early stage startups are short in time, funds and business know-how. Accelerators play a critical role in the success of early stage ventures by supplying key resources needed.

Many entrepreneurs participating in accelerators program lack business knowhow required to increase chances of success, and reduce risks.

Most accelerators sponsored ventures are 'born global' targeting international markets. Therefore, the leading entrepreneurial team must be equipped with the minimum international marketing & sales skill set, before expanding their teams with seasoned professionals.

### Target Audience

Entrepreneurs of early stages companies who participate in accelerator programs, and have an interest to expand internationally.

Such entrepreneurs are looking to better understand their target markets, to formulate winning competitive marketing strategies & plans, and to successfully enter their markets, winning customers over competition.

This can be done by upgrading international marketing and sales knowhow & skills.

### Training Uniqueness

Specifically designed to develop entrepreneurs international skills, providing them with the awareness, mindset, frameworks, techniques and practical tools.

Each workshop is centered around an actual international marketing & sales domain, challenges and dilemmas, taking the entrepreneur point of view.

A strong emphasis is put on providing the practicalities of international business realities, in an accelerated "just do it" approach.

**HIGHLY PRACTICAL**

**USABLE OUTCOMES**

**UNIQUE CONTENT**

**EFFECTIVE LEARNING**



*Marketing workshop @ EIT-FAN Technion Accelerator (6th year)*

### Programs' Benefits

Developing the entrepreneurial marketing and sales knowhow and skills, directly lead to much shorter time to market, avoiding many costly mistakes.

In addition these enable a much smoother, effective and efficient, interactions with other commercial stakeholders such as customers, channels, partners, shareholders and investors.

## Formats & Methods

Programs include different workshops, that relate to each other along the international marketing & sales management continuums and processes.

Each workshop is about 3-4 hours in length, and is centered on a specific international marketing & sales domain, taking a solution based, practical approach.

Delivery methods include: short (~1h) frontal lecture laying the principals, followed by in-class exercise, brainstorming & debate session, concluding with short Q&A etc.

Each program consist of a basic syllabus, slides, worksheets and reading lists. Modifications may be required in order to fit accelerators' program needs.

## Content

Taking into account real life early stage startups limitations, the workshop unique content is based upon critical integration of Proxy's and lecturers' practical international hands-on experience and of relevant empirical research findings, case studies etc.

## Entrepreneurial Workshops Topics

- ✦ Facing entrepreneurial marketing challenges.
- ✦ Understanding the marketing environment.
- ✦ Identifying international opportunities.
- ✦ Developing marketing strategies.
- ✦ International market selection.
- ✦ Go to market strategy & planning.
- ✦ Understanding marketing & sales channels.
- ✦ Pricing for value and profitability.
- ✦ Selling & winning customers internationally.
- ✦ Developing int. business relationships.
- ✦ Building marketing & sales organization.



*Marketing & Sales workshop @ GALIL Accelerator (2023)*

## Lead Lecturer

Moti Blau, managing director & founder of Proxy Marketing Solutions Ltd. An entrepreneur and international marketer with over 30 years of international business experience, specializing in international marketing & sales. Executed thousands of lectures & training hours to top professionals from around the globe. Currently Lectures at the EIT-FAN and GALIL Accelerators.

## Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau. The mission of Proxy is to assist companies operating in international markets in maximizing their business potential.

