

BOOST

YOUR INTERNATIONAL SALES PERFORMANCE

Unique International Sales Courses & Workshops for Small & Medium Exporting Companies

International Sales Challenge

'International Sales' is a unique business function responsible for generating revenues from foreign markets.

Managers engaged in international sales face perhaps the most critical, challenging & complex roles in modern business.

International sales performance is directly linked to the knowhow, methods, & skills of the responsible managers.

Target Audience

Exporting SMEs managers, that engage in the execution & management of international sales activities, processes & teams.

This include Regional International Sales Managers, International Sales VPs, Business Development VPs, CSOs, CROs, MDs and CEOs.

Our Training Benefits

Improving effectiveness & efficiencies of international sales activities, processes and management. This leads to improved revenue, profitability & customer relationships.

Developing international sales knowhow, methodologies, skills and the application of unique practical tools.

Shortening sales cycles, lowering customer acquisition costs, better retention of customers and team members are just few examples.

Training Uniqueness

Our training are centered around actual international sales challenges & dilemmas, taking the international sales executives' point of view.

Specifically tailored to fit the context of small and medium exporters.

A strong emphasis is put on providing the practicalities in a "just do it" approach.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



International Market Selection Workshop

Training Content

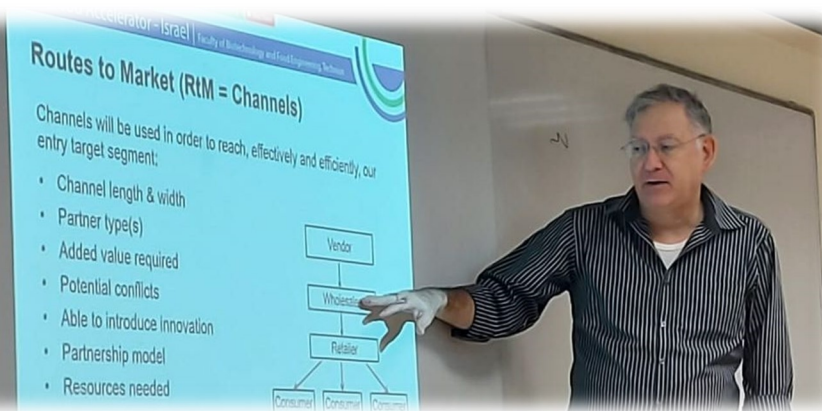
Taking into account real life SMEs' limitations, our training's unique content is based upon critical integration of leading methodologies, Proxy's and lecturers' practical international sales 'hands-on' experience, relevant empirical research findings, case studies and more.

International Sales Training Topics (examples)

Target Role	Training Title	Key Outcome (example)
<i>International Sales Manager</i>	International Sales Basics	Understanding the role & responsibilities of an international sales manager.
	International Territory - Sales Strategy & Planning	Setting an annual guidelines & a plan to achieve international sales territorial quota.
	International Sales - Prospecting & Qualification	Analyzing existing international prospecting & qualification & devising an improvement plan.
	International Sales Channels - Setup & Motivation	Designing international channel set-up process, motivational principals & plan.
	International Key Account Management (KAM)	Setting int. account prioritization criteria and designing key accounts development program.
	International Business Relationship Development	Devising a practical plan for improving a relationship with a selected int. customer.
<i>International Sales Team Manager</i>	International Sales Team Management Basics	Understanding the role & responsibilities of an international sales team manager.
	International Sales Strategy, Planning & Organizing	Setting guidelines and plan to achieve international regional annual sales targets.
	Forecasting, Targets & Quotas in International Sales	Understanding int. sales forecasting methods, designing targets & assigning team quotas.
	Recruitment & Selection in International Sales	Devising a recruitment process of international sales managers & setting selection criteria.
	Motivating & Compensation in International Sales	Understanding int. sales motivational principals and formulating compensation principals.
	Developing the International Sales Team	Constructing a practical annual plan for developing the international sales team members.

Why Us

- ✦ Unique combination of hands-on experience in international sales & training, in the context of exporting SMEs.
- ✦ Years of 'hands-on' international sales - many companies, countries, markets, industries & technologies.
- ✦ Years of experience in international sales, marketing & entrepreneurial training development & delivery.
- ✦ Qualification & application of training methodologies, relevant to the international business context.
- ✦ Energy, passion & commitment for achieving learning enjoyment and practicality.



International Sales Channels Lecture



Format & Methods

Each course or workshop is composed of one or more sessions. Each session is 3-4 hours long, and is centered on a specific international sales challenge, process, methodology or skill set, taking a solution based, practical hands-on approach.

Delivery methods include: frontal lectures, examples, case-studies, exercises, simulation, presentation, pitching, canvas, brainstorming, group feedback & debate,



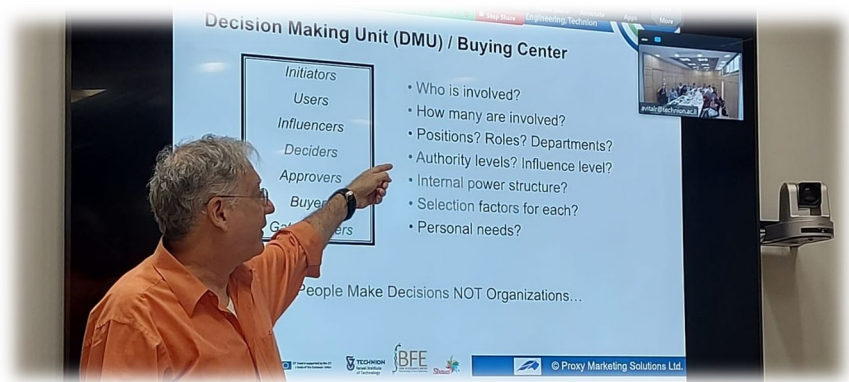
International Key Account Management Training

Program, Adaptation & Delivery

A training program may combine several selected courses and/or workshops, that relate to each other - either along the international sales process, or around a certain sales context / skill set.

Such programs can be tailored to individual exporter internal needs, or to training organization requirements, as well as integrated into a broader training programs.

Courses or workshops can be delivered either as an 'In-House' for specific exporters OR as an 'Open-Class' via partner training institutes.



International Sales Workshop

Lead Lecturer



Moti Blau, an entrepreneur & international marketer with over 30 years of international business experience. Executed thousands of training hours to professionals & entrepreneurs from around the globe. MD & founder of Proxy Marketing Solutions Ltd. MBA, CMktr, MCIM, BA, Certified Instructor. HND. [More info](#)



[Proxy Marketing Solutions Ltd.](#)

An international marketing training & consulting firm. Founded in 1997 by Moti Blau. The mission of Proxy is to assist companies & entrepreneurs operating in international markets in maximizing their business potential. [More Info](#)



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