

An Introduction to the Appointment & Management of Agents & Distributors



Held at the Hull Chamber Training Office
34-38 Beverley Road, Hull, HU3 1YE.

Tuesday 4th October 2011
9.15am - 4.00pm

THE COURSE

This course has been specifically designed for staff involved in sales and marketing and the control and appointment of agents and distributors. The course looks at different methods market entry strategy, sales terms and the product life cycle. The course then covers techniques to find, appoint and motivate agents and distributors. The course also covers in detail the legal pitfalls and issues affecting the European Agents Directive. If you have European agents or are considering appointing one soon this course is a must. The course finishes by looking at a number of case studies and gives delegates an opportunity to discuss any issue they may be placed with. This course is ideal for those new to exporting or experienced hands that need a refresher.

- Market entry strategy –what is an Agents or Distributor?
- Planning to export-alternative routes to market
- Role of agent and distributor
- How to find an agent and distributor-desk research and due diligence
- Legal contracts, appointing the agent
- How to motivate an agent /distributor
- How to manage a team of agents or distributors
- EU Agents Directive – how to overcome the pitfalls
- Conclusion and termination of agreement-compensation
- Case studies

Handouts

Full set of course notes, Due diligence check list for recruitment, Draft contracts and Exhibition questionnaire.

THE PRESENTER

The course will presented by Robin Mackay LTI MIEEx AIBC, JETS Accredited Trainer.

FEES

The fee, which includes lunch, refreshments and course notes will be:-

Chamber members: £140.00 plus VAT

Non Chamber members: £180.00 plus VAT

CTHL Students: £70.00 plus VAT



***For further details and bookings, please contact: Carol Gill on 01482 611896
or email c.gill@chambertraining.com***