

DEVELOPING EXPORT SALES



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

16th November 2011
9.15am - 4.00pm

THE COURSE

This course has been specially designed for those who have some sales experience and who are starting to develop new export markets. The course starts by learning how to communicate your company product or service in 20-30 words, using language that overseas customers will understand. We look at how to find the right customers, distributor or agents, telephone research techniques and how to get the appointment, the rules of professional selling, how to build an export price and negotiate a profitable order.

*The course includes practical exercises and therefore, delegates will need to bring along their company brochures and company presentation.

- Identifying your market
- Finding the right customer, agent or distributor and using government services to the best effect
- Best and practical methods of communication
- Telephone market research techniques
- Getting the appointment
- Effective Marketing
- The 13 rules of professional selling
- Sales negotiation-the theory
- Setting sales targets/objectives
- Market research techniques
- How to make a good presentation
- Practical-presenting your product
- Principles of building an export price
- What is an acceptable order?
- Follow up after a sales visit

The course will provide delegates with the skills to target new customers and develop existing and new markets through improved presentation and negotiation skills while utilising the best government services.

THE PRESENTER

The course will be presented by Robin Mackay LTI MIEx 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***