

HMC First Time Exporter Programme

½-day Workshop Modules

Workshop 1 – Vision & Planning

- Why Export – the challenges & opportunities
- Effective decision making – learning to focus
- What does it take to Export – internal capabilities, resources, management
- Creating an effective Export plan (Vision, Strategy, Tactics, Actions, Metrics)

Workshop 2 – Understanding the market

- How to identify target markets. How to gather market insights
- Competitor Analysis
- Using data analytic tools
- Turning data into insights
- Creating and testing market assumptions

Workshop 3 – Developing your value proposition

- Your value proposition – understanding value from the customer perspective
- Understanding customer needs – what drives buying decisions, who is involved
- Building Competitive Advantage
- Ideal Customer Profile and Buyer Persona
- Becoming Customer Focused

Workshop 4 – Marketing strategy and tactics

- Finding customers – outreach strategies and tips for effective list building
- Market Strategy – the 7Ps
- Distribution channels – making the decision on direct sales vs agents
- Digital promotion – effective use of digital marketing
- Target setting & measuring performance – setting achievable milestones

Workshop 5 – Developing Export Sales Skills

- Prospecting and cold calling, virtual selling
- Need creation – SPIN Selling, Challenger Selling
- Sales methodologies – pipeline, call plans, contact sheets, CRM
- Building rapport – Having an effective sales meeting

Workshop 6 – Implementing your plan and winning sales

- Create and executing an activity plan
- Tendering – Finding RFPs, understanding requirements, effective bid writing
- Sales Essentials – getting paid, logistics, managing distributors, Brexit
- Funding for growth