

Export Skills & Knowledge Workshops

WORKSHOP NAME	VENUE	DATE	DURATION	BOOK
CORE EXPORT KNOWLEDGE Export planning				
Targeting Your Export markets	Ramada Hotel, Shaws Bridge, Belfast	Thursday 16 February, 2012	1 Day	
Researching Your Export Markets	Ramada Hotel, Shaws Bridge, Belfast	Thursday 23 February, 2012	1 Day	
Developing Your Export Markets	Ramada Hotel, Shaws Bridge, Belfast	Thursday 01 March, 2012	1 Day	

ESSENTIAL EXPORT SKILLS Selling Skills & Sales Related Workshops				
Introduction to Tendering	Ramada Hotel, Shaws Bridge, Belfast	Wednesday 01 February, 2012	1 Day	
Advanced Negotiation Skills	Killyhevlin Hotel, Enniskillen	Tuesday 07 February, 2012	1 Day	
Winning Sales	Armagh City Hotel	Thursday 09 February, 2012	1 Day	
Advanced Tendering & Proposal Preparation	Ramada Hotel, Shaws Bridge, Belfast	Tuesday 21 February, 2012	1 Day	
Sales Prospecting and Successful Networking	Killyhevlin Hotel, Enniskillen	Tuesday 06 March, 2012	1 Day	
Managing Agents & Distributors	Ramada Hotel, Shaws Bridge, Belfast	Tuesday 13 March, 2012	1 Day	
Key Account Management	Armagh City Hotel	Tuesday 20 March, 2012	1 Day	
Sales Prospecting and Successful Networking	Ramada Hotel, Shaws Bridge, Belfast	Thursday 19 April, 2012	1 Day	
Introduction to Tendering	Killyhevlin Hotel, Enniskillen	Thursday 26 April, 2012	1 Day	
Key Account Management	Ramada Hotel, Shaws Bridge, Belfast	Tuesday 01 May, 2012	1 Day	
Winning Sales	Ramada Hotel, Shaws Bridge, Belfast	Tuesday 08 May, 2012	1 Day	
Advanced Tendering & Proposal Preparation	Killyhevlin Hotel, Enniskillen	Thursday 17 May, 2012	1 Day	
Advanced Negotiation Skills	Ramada Hotel, Shaws Bridge, Belfast	Thursday 24 May, 2012	1 Day	

CONDITIONS OF BOOKING

- Payment is required to secure your booking. Workshops cost £75 per participant for each training day.
- You may book as many workshops as required for an individual on a single booking form, but a separate booking form is required for each participant.
- Unless otherwise stated participation is limited to two delegates per company per workshop.
- All workshops begin at 9.15am and end at 4.45pm. Lunch will be provided.
- Participant numbers are limited (typically 12 per workshop) and places will be allocated on a 'first come first served' basis.
- We will endeavour to meet oversubscription by organising extra workshops.
- If there is insufficient demand for workshops we reserve the right to reschedule or cancel.

- The booking fee is refundable if more than 10 working days notice of cancellation is given. A substitute delegate can be named at any time. Booking fee is not refundable if less than 10 days notice of cancellation is given or in the event of non-attendance at a workshop.

If you have any particular requirements, for example access or dietary requirements, please indicate below:

www.investni.com/exportworkshops

Managing Agents & Distributors Ramada Hotel, Shaws Bridge, Belfast

13 Mar 2012 This workshop demonstrates how to effectively prepare to meet potential partners, how to screen and select potential partners, the key issues in developing agreements and how to develop a partner support jam.

Key Account Management Armagh City Hotel, Armagh

20 Mar 2012 This workshop will demonstrate how to improve profitability through identifying and developing customers into Key Accounts and managing them effectively for long term gain.

Sales Prospecting and Successful Networking Ramada Hotel, Shaws Bridge, Belfast

19 Apr 2012 This workshop will provide sales executives with an understanding of the practical techniques in sales prospecting, from identifying potential sources and qualifying leads to practical techniques in screening and qualifying. The workshop will also show how networking skills can be used in generating warm leads.

Introduction to Tendering Killyhevlin Hotel, Enniskillen

26 Apr 2012 Suitable for anyone with limited experience of tendering to the public or private sector. Delegates will benefit from practical advice on sourcing tender opportunities and putting together quality tenders, leading to increased confidence and success in winning contracts.

Key Account Management Ramada Hotel, Shaws Bridge, Belfast

01 May 2012 This workshop will demonstrate how to improve profitability through identifying and developing customers into Key Accounts and managing them effectively for long term gain.

Winning Sales Ramada Hotel, Shaws Bridge, Belfast

08 May 2012 In this workshop executives new to a sales role, or seeking refresher training, will be shown the core competencies of successful sales practitioners. The workshop will also demonstrate how to sell the features and benefits of a product, prepare effectively for meetings with buyers and provide tips on closing details.

Advanced Tendering & Proposal Preparation Killyhevlin Hotel, Enniskillen

17 May 2012 Those with experience of the tendering and submission process will improve their skills in the areas of specification queries, documentation preparation, pricing, negotiation and sourcing of tender information.

Advanced Negotiation Skills Ramada Hotel, Shaws Bridge, Belfast

24 May 2012 Those involved in face to face sales will learn how to conduct negotiations at a very professional level and understand the rationale of Win/Win negotiating and negotiation management.

For further information please visit our website www.investni.com/exportworkshops



Playing with the idea of **export?**

time to get serious...

If you require this brochure in an alternative format (including Braille, disk, audio cassette or in minority languages to meet the needs of those whose first language is not English) then please contact:

Invest NI's Equality Team

T: 028 9069 8273
Textphone: 028 9069 8585
E-mail: equality@investni.com

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Invest Northern Ireland
Building Locally
Competing Globally

Export Skills and Knowledge Workshops

February - May 2012

www.investni.com/exportworkshops

Are you playing with the idea of exporting?

Perhaps you recognise the impact that export markets could have in terms of growing your business, but uncertainty about your knowledge and skills is holding you back.

You could overcome your fear and develop the confidence and skills to exploit new export market opportunities by attending a series of specialist workshops, organised under Invest Northern Ireland's International Trade programme.

Hosted by a team of trainers with practical export experience, the Export Skills and Knowledge Workshop series helps businesses develop and strengthen their exporting skills. It also enables more experienced exporters to refresh their knowledge and gain an understanding of current best practice.

The flexible nature of our programme allows your company to take part in the workshops you feel best suit your skills and development needs:

- Core Export Knowledge - aimed at those involved in the planning, delivery and management of the export process.

- Essential Export Skills - aimed at those who have operational responsibility for export business or senior staff who want a more thorough understanding of the processes and practicalities of exporting.

The workshops are open to all export focused companies from any sector, involved in manufacturing or tradeable services. It is not necessary to be an Invest NI client to participate but you must register for each workshop you wish to attend.

Take a step towards strengthening your export capabilities. Visit www.investni.com/exportworkshops for more information.

Core export knowledge workshop series

The Core Export Knowledge Workshop series is targeted at senior personnel involved in planning and developing export business. This could include you. Are you the owner or the manager of a small enterprise or the commercial director of a larger company? These workshops are designed to address key export issues around the identification, selection, development and management of export markets.

The series comprises three one day workshops and is designed so that each workshop builds on the content of the previous, allowing participants to develop an Export Action Plan for their company as they progress. We therefore strongly recommend that you attend all three workshops to maximise the benefits which can be derived.

The series will:

- Provide you with an understanding of the key success factors and risks in exporting;
- Deliver your business increased focus and confidence in export decisions;
- Enable your company to develop a practical export action plan which can act as a fresh impetus for export growth; and
- Present you with a valuable opportunity to share experiences with other exporters.

Core Export Knowledge Export Planning

Targeting Your Export Markets

Ramada Hotel, Shaws Bridge, Belfast

16 Feb 2012

In the first of three linked export planning workshops, participants will analyse and evaluate their company's export potential and readiness to develop export business, understand the key elements of successful exporting and gain the knowledge to take a proactive planned approach to exporting.

Researching Your Export Markets

Ramada Hotel, Shaws Bridge, Belfast

23 Feb 2012

This workshop will demonstrate the importance of taking a structured, systematic and objective approach to researching export markets. It will identify essential sources of information and show how to access them and use the outputs of your research to draw conclusions and make recommendations.

Developing Your Export Markets

Ramada Hotel, Shaws Bridge, Belfast

01 Mar 2012

This workshop provides the know-how to develop a practical and realistic marketing plan based on a clearly identified competitive advantage, enabling participants to deploy all elements of the export marketing mix to build customer retention and minimise risks.

Essential export skills workshop series

The Essential Export Skills Workshop series is a comprehensive programme of standalone workshops which address various skill requirements of the exporting process. The workshops are targeted at practitioners who have operational responsibility for export business or senior staff who want a thorough understanding of the processes and practicalities of exporting.

Selling Skills & Sales Related Workshops

Introduction to Tendering

Ramada Hotel, Shaws Bridge, Belfast

01 Feb 2012

Suitable for anyone with limited experience of tendering to the public or private sector. Delegates will benefit from practical advice on sourcing tender opportunities and putting together quality tenders, leading to increased confidence and success in winning contracts.

Advanced Negotiation Skills

Killyhevlin Hotel, Enniskillen

07 Feb 2012

Those involved in face to face sales will learn how to conduct negotiations at a very professional level and understand the rationale of Win/Win negotiating and negotiation management.

Winning Sales

Armagh City Hotel, Armagh

09 Feb 2012

In this workshop executives new to a sales role, or seeking refresher training, will be shown the core competencies of successful sales practitioners. The workshop will also demonstrate how to sell the features and benefits of a product, prepare effectively for meetings with buyers and provide tips on closing details.

Advanced Tendering & Proposal Preparation

Ramada Hotel, Shaws Bridge, Belfast

21 Feb 2012

Those with experience of the tendering and proposal submission process will improve their skills in the area of specification queries, documentation preparation, pricing, negotiation and sourcing of tender information.

Sales Prospecting and Successful Networking

Killyhevlin Hotel, Enniskillen

06 Mar 2012

This workshop will provide sales executives with an understanding of the practical techniques in sales prospecting, from identifying potential sources and qualifying leads to practical techniques in screening and qualifying. The workshop will also show how networking skills can be used in generating warm leads.

TO BOOK YOUR PLACE ON THE WORKSHOP(S):

Read the conditions of booking.

- Complete the details and indicate the workshop(s) you are interested in booking by ticking the appropriate box.
- Make your cheque payable to 'Invest Northern Ireland'. All workshops cost £75 per participant for each training day.
- Return the completed form with payment to: Export Workshops, Rowan Geddes, Trade Team, Invest NI, Bedford Square Bedford Street, Belfast BT2 7ES
- A confirmation of your booking will be sent by email.

Alternatively you can book and pay online at www.investni.com/exportworkshops

ANY QUESTIONS?

Contact Rowan Geddes on 028 9069 8066 or email exportworkshops@investni.com

Company Name

Contact Name

Address

Email Address

Telephone Number

Number Of Employees

Participant's Name

Position In Company

Email Address

Nature of Business

Manufacturer

Tradeable Service

Where did you hear about the workshops?

Brochure

Website

Email

Word of Mouth

Other (please specify)