



## Essential Export Skills Workshops

Practical guidance on export issues

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### Introduction

Essential Export Skills is a comprehensive, flexible series of workshops offering practical advice and guidance on export issues.

The workshops are designed for practitioners who have operational responsibility for export business or senior staff who want a thorough understanding of the practicalities involved in exporting.

The Essential Export Skills workshops complement the Core Export Skills workshops which address strategic exporting issues.

### How will they help me?

The workshops help businesses to address operational skills gaps across all export roles from sales professionals and export marketing executives to administration staff.

Essential Export Skills will:

- enhance your knowledge and understanding of the various processes involved in exporting;
- allow inexperienced exporters to develop and strengthen their skills;
- allow experienced exporters to refresh their skills and obtain an update on current best practice.

### How do they work?

The programme takes the form of series of stand-alone, single topic workshops. Each one-day workshop is led by an industry renowned trainer. The maximum number of participants is 12 for each workshop ensuring high quality training.

The workshops are entitled:

- Introduction to Tendering
- Exhibiting Successfully
- Customer Relationship Management
- Advanced Sales Communication
- Winning Sales
- Presentation Skills for Exporters
- Managing Export Sales
- Advanced Negotiation Skills
- Practical Export Administration
- Managing Distribution Channels and Partners
- Practical Export Payments
- Advanced Tending and Proposal Preparation

### How much will they cost?

Individual workshops cost £50 per person per training day.

### Who is eligible?

Essential Export Skills workshops are open to export focused businesses from any sector, involved in manufacturing or tradeable services.

You do not need to be an Invest NI client to participate.

No more than two delegates from a business can attend each workshop. You can book and pay for the workshops on our website

[www.investni.com/exportworkshops](http://www.investni.com/exportworkshops)

### Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.



You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year;
- sales outside Northern Ireland of greater than 25 per cent of turnover **or** greater than £250,000 a year;
- the capability and willingness to work with Invest NI.

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area.

Full details can be found at [www.investni.com](http://www.investni.com).

## Contact

Christine Browne  
Trade Development Services  
Invest Northern Ireland  
Bedford Square  
Bedford Street  
Belfast BT2 7ES

T: 028 9069 8034

E: [christine.browne@investni.com](mailto:christine.browne@investni.com)

If you are an Invest NI client you may also contact your Client Executive if you feel your business will benefit from this service.

## [nibusinessinfo.co.uk](http://nibusinessinfo.co.uk)

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

**nibusinessinfo.co.uk** provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

**nibusinessinfo.co.uk** also features case studies showing how local businesses have handled particular business challenges.

**nibusinessinfo.co.uk** provides you with a single point of access for all your business information needs, freeing up time for to concentrate on running operations.