



Trade and Marketing Mentor

Practical advice from experienced mentors

January 2007

Introduction

Exporting presents both risks and rewards for fledgling businesses new to exporting, and this is true even for more established businesses looking to grow and expand into new markets.

Invest NI recognises the need for advice and guidance in this area and considers mentoring to be an extremely effective, low-cost and high impact method of meeting this need.

How will it help me?

Through the Trade and Marketing Mentor programme your business will gain low-cost access to a panel of mentors with a wide range of trade, marketing and exporting experience and expertise.

The mentoring is flexible and is at all times driven by you, the client. You will receive expert advice, support and guidance focussed entirely on your needs. The programme will help your business achieve specific, defined outcomes.

The mentor's role is to inform your decision making process by making independent observations and recommendations.

The programme will help you:

- address identified trade and export marketing issues;
- examine how you can improve competitiveness in these areas;
- acquire some of the mentor's skills and experience; and
- expand existing markets outside Northern Ireland and enter new export markets.

How does it work?

A mentoring assignment comprises of 40 hours of support from a mentor registered on the Invest NI Mentor Database. This support can be delivered face to face or by phone or e-mail.

You will receive a client information pack explaining in detail how the programme operates and the roles and responsibilities of each party during the period of the assignment.

Working with you, your Client Executive will prepare an assignment outline identifying the issues to be addressed. A mentor with the appropriate skill sets will then be selected.

You will have a preliminary meeting with the mentor to confirm the assignment outline and agree a schedule of work required to achieve the required outputs.

If you want the assignment to proceed, you must return the agreed schedule of work along with the required programme fee to Invest NI who will then advise the mentor to proceed.

How much does it cost?

The first mentoring assignment is free.

A fee of £400 (including VAT) will apply to second and subsequent assignments. Extensions to either first or subsequent assignments are charged at £10 per hour and cannot exceed 20 hours.

Who is eligible?

This programme is available to all Invest NI clients that have first participated in our Business Health Check or have agreed to do so within a specified time period.



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; and
- 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.

Contact

Please contact your Client Executive if you believe your business will benefit from this programme. Alternatively you can also contact:

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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.