

Practical Export Skills Workshops



Overview

Exporting can transform your business, but do you have the capability to sell outside Northern Ireland? Our Practical Export Skills programme offers interactive, one-day workshops that will equip you with the necessary skills. You don't have to be exporting right now – you might just be thinking about it.

Offering great value at a cost of £50 per person, per workshop, we provide practice-based advice and guidance with workshops targeted at those with operational level responsibility for selling outside NI or senior staff who want to refresh their understanding of the processes and practicalities of exporting.

Workshops

Social Media for Sales Optimisation

This workshop will show you how to integrate social media into a marketing and promotions plan and set social media objectives and goals. Learning from examples you will understand the best practice methods for engaging and growing a social media audience, creating content that's valuable to potential customers, creating an online community and building relationships with influencers to drive sales.

Effective Selling Skills

This session can help win sales and improve your profit margins through refining your selling skills with customers and prospects. It will also improve confidence across a number of areas including questioning techniques, listening skills, effective presentations, buyer signals, running great meetings, handling objections, effective negotiation, closing techniques and developing good relationships. This popular and interactive workshop is known to improve selling skills and confidence.



Export Documentation and Logistics

This workshop is an introduction to the processes and routines to be followed when exporting, from enquiry through to delivery. It will follow the process and provide understanding of the subsequent documentation requirements for getting cargo to its destination successfully. The session will cover the basic principles, explain the documentation, their individual worth and how to export successfully to receive payment. The workshop will include an up-to-date overview of current Brexit issues. The workshop is suitable for any SME new to export.

Develop and Deliver a Compelling Sales Pitch

This practice based workshop helps you get your message, personality and credibility across clearly and consistently in every pitch. With practical demonstration as a guide, you will learn to prepare and structure an impactful pitch and then practice delivering it, learning effective use of visual aids, managing your body language and controlling nerves.


Online & Telesales Prospecting and Networking

This session will help delegates to improve sales conversion rates; highly interactive, it demonstrates practical techniques for increasing the volume of new business leads and addresses how to effectively qualify prospects. You will learn how to get in front of your key influencer and become a more effective networker; a wide range of essential prospecting, telesales and networking skills will be demonstrated using recent and real-life examples.

How to register

You can book your place online on investni.com/practicalexportskills





For more details please contact:

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FOR A STRONGER ECONOMY**