

Practical Export Skills



Practical Export Skills Workshops | An Introduction

With two cohorts per year, our Practical Export Skills programme is targeted towards those with responsibility for selling outside Northern Ireland or senior staff wishing to refresh their skills through:

- ✿ Interactive one-day workshops
- ✿ Great value, practice-based advice and guidance

Overall, the five topic workshops will equip you with the necessary skills to sell your goods and services outside Northern Ireland.



Practical Export Skills Workshops | Export Documentation and Logistics

The Export Documentation and Logistics workshop will:

- ✿ Introduce the processes and routines to be followed when exporting, from enquiry through to delivery
- ✿ Address documentation requirements for getting cargo to its destination successfully
- ✿ Highlight how to export successfully to receive payment
- ✿ Include an up-to-date overview of current EU Exit issues

Practical Export Skills Workshops | Social Media for Sales Optimisation

The Social Media for Sales Optimisation workshop will:

- ✿ Explain how to integrate social media into a marketing and promotions plan
- ✿ Discuss how to set social media objectives and goals
- ✿ Showcase best practice methods for engaging and growing a social media audience
- ✿ Address the importance of creating valuable content for potential customers
- ✿ Explain the benefits of creating an online community and building relationships with influencers to drive sales

Practical Export Skills Workshops | Online & Telesales Networking and Prospecting

The Online & Telesales Networking and Prospecting workshop will:

- ✿ Assist in improving sales conversion rates
- ✿ Outline practical techniques for increasing volume of new business leads
- ✿ Address how to effectively qualify prospects
- ✿ Outline how to get in front of your key influencer and be a more effective networker

Practical Export Skills Workshops | Effective Selling Skills

The Effective Selling Skills workshop will:

- ✿ Assist in refining selling skills to help win sales and improve your profit margins
- ✿ Improve confidence in questioning techniques and listening techniques
- ✿ Educate attendees how to read buyer signals and handle objections
- ✿ Discuss how to negotiate effectively including closing techniques
- ✿ Address how to develop and maintain good relationships

Practical Export Skills Workshops | Develop and Deliver a Compelling Sales Pitch

The Develop and Deliver a Compelling Sales Pitch workshop will:

- ✿ Discuss how to get your message, personality and credibility across clearly and consistently
- ✿ Address how to prepare and structure an impactful pitch
- ✿ Enable attendees to practice delivery of pitch, with effective use of visual aids
- ✿ Address how to manage body language and control nerves when pitching

Practical Export Skills Workshops | Getting Involved

For more information on the Programme, talk to your Invest NI Client Executive or contact our Business Support Team.

Further details can be found at investni.com/practicalexportskills

Grow Beyond Programme



Grow Beyond Programme | An Introduction

The Programme:

- ✿ Aims to help new or relatively new exporters grow their business through securing new sales in external markets
- ✿ Focuses on growth in the near markets of **Republic of Ireland (ROI) and Great Britain (GB)**
- ✿ Provides support (**workshops and mentoring**) to enable you to make the right **decisions and take action** to secure new business

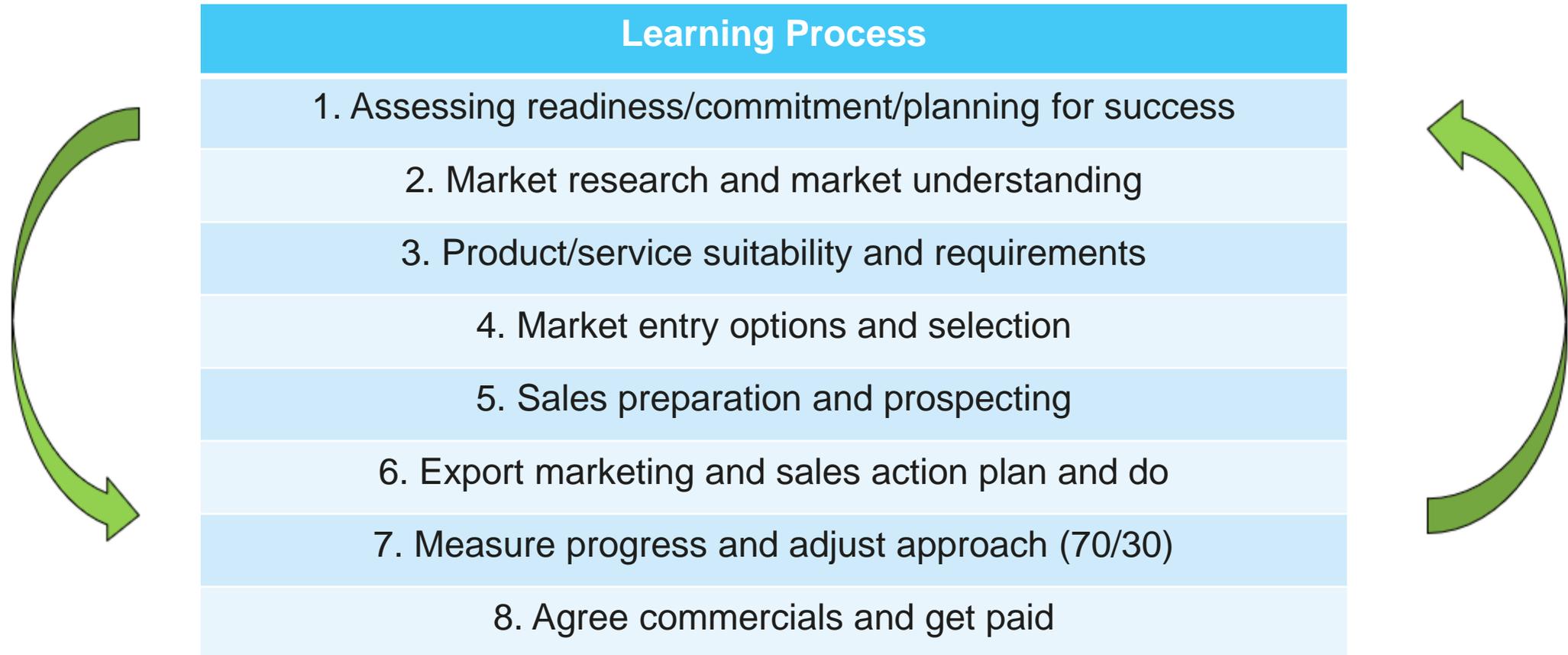


Grow Beyond Programme | An Introduction

With availability for eight companies to participate, and up to two individuals from each company, the Programme is structured to deliver maximum value through:

- ✿ Three practical half-day interactive workshops
 - *Targeting and Researching your Export Market*
 - *Considerations for Developing your Export Market*
 - *Identifying and Managing Distribution Channels and Partners*
- ✿ Five days of 1:1 mentoring support
- ✿ Development and Presentation of a **Trade Action Plan**
- ✿ Access to follow-on support

Grow Beyond Programme | The Exporting Journey



Grow Beyond Programme | Programme Support

Learning Process

1. Getting you to commit time and organised to sell outside Northern Ireland
2. Understanding the market and where to focus
3. Understanding their needs and what you can offer
4. How to effectively service the market
5. How to best present your business and sell to them
6. Getting a structured action plan together and implement it
7. Get started, learn as you progress and work hard at it
8. Secure business, deliver the goods/services and get paid

Grow Beyond Programme | How Can It Help?

The Programme will help you:

- ✿ Consider the decision and actions you need to take to develop new business in ROI & GB
- ✿ Assess potential of the market for your product/service and relevant market segments for targeting
- ✿ Decide how to structure and organise the business to sell to and serve the market effectively
- ✿ Increase the chances of getting it right and increase sales

Grow Beyond Programme | Getting Involved

For more information on the Programme, talk to your Invest NI Client Executive or contact our Business Support Team.

Further details can be found at investni.com/growbeyond

Trade Advisory Service (GB/ROI)

Trade Advisory Service (GB/ROI) | An Introduction

The Trade Advisory Service (TAS) for Great Britain (GB) and Republic of Ireland (ROI) will assist companies in:

- ✿ Addressing potential barriers to trade in GB and ROI
- ✿ Providing ten days of 1:1 support in a 12-month period
- ✿ Gaining access to consultants who provide flexible marketing and sales solutions bespoke to your needs across a broad range of sectors, including:

Aerospace	Construction	Consumer Goods
Digital & Creative Technologies	Engineering	Food & Drink
ICT	Life & Health Sciences	Profession Services

Trade Advisory Service | How Can It Help?

Through the process of working with a Trade Adviser, companies will:

- ✿ Gain an understanding of the market potential and how a product or service is procured
- ✿ Investigate appropriate routes to market
- ✿ Identify and secure meetings with relevant contacts
- ✿ Undertake actions such as completing a supplier approval process

TAS will help companies to develop a clearer awareness of your areas of strength and identify the potential risks of developing new export markets.

Trade Advisory Service | How Can It Help?

The Trade Advisory Service will help companies make better informed exporting decisions through tailored support to your company through advice and guidance by:

- ✿ Scoping opportunities
- ✿ Conducting market research
- ✿ Identifying leads
- ✿ Carrying out prospecting activity
- ✿ Assisting with market entry planning
- ✿ Providing market sales support
- ✿ Providing follow up action planning

Trade Advisory Service | Company Eligibility

The Trade Advisory Service is open to Invest NI customers who:

- ✿ Have a product or service ready for export
- ✿ Can demonstrate an established sales history in Northern Ireland
- ✿ Are looking to sell outside Northern Ireland for the first time, looking to sell in to GB and ROI as a new market or are seeking to grow exports in these markets
- ✿ Require guidance and assistance in developing export sales in the GB and ROI markets

Trade Advisory Service | Getting Involved

For more information on the Service, talk to your Invest NI Client Executive or contact our Business Support Team.

Going Dutch

Your gateway to trading in Europe



Going Dutch Programme | An Introduction

Going Dutch is an export development programme for Northern Ireland companies who have limited experience of doing business outside of Great Britain (GB) and Republic of Ireland (ROI), by focusing on winning business in the Netherlands - delivered in conjunction with NI Trade Consultants (NITC) based in Amsterdam.

In the past sixteen years:

- ❁ Over 130+ companies have successfully completed the Programme
- ❁ A wide range of industrial sectors have participated in the Programme
 - Food and drink
 - Manufactured goods
 - Transport
 - Machinery
 - ICT
- ❁ 65% of companies successfully sold into their first international market
- ❁ Participants in the Programme have generated over £25m of exports from Northern Ireland to the Netherlands



Going Dutch Programme | The Netherlands

Regarded as the '**Gateway to Europe**', the Netherlands is Northern Ireland's second largest European export market outside GB and ROI.

In 2020, Northern Ireland businesses generated £490m in exports to the Netherlands (goods and services), and £293m exports of goods in sectors including food, manufactured goods, transport and machinery.

The market is ideal for early stage exporters due to:

- ✿ Having strong historical trading links and Bilateral Trade between Northern Ireland (£600m imports in 2020)
- ✿ Being a prosperous, open economy, the Netherlands depends heavily on foreign trade
- ✿ English being widely spoken as a business language
- ✿ Ease of access (100 flights per week between Ireland and the Netherlands)

Going Dutch Programme | How Can It Help?

With availability for eight companies per cohort, and two cohorts per year, the Programme will help companies by:

- ✿ Providing 1:1 business support and mentoring
- ✿ Providing individual tailored market research
- ✿ Hosting group workshops to address common export challenges
- ✿ Assisting in the development of a Dutch centric export sales presentation
- ✿ Organising a three-day group market visit to the Netherlands
- ✿ Developing a follow-up Action Plan and blueprint for export
- ✿ Offering support for five further individual follow up visits to the Netherlands

Going Dutch Programme | Company Eligibility

The Programme is open to Invest NI customers who:

- ✿ Employ less than 75 employees
- ✿ Have limited export experience selling outside GB and ROI
- ✿ Can define commercial reasons to develop business in a new export market e,g. Dutch market
- ✿ Has a product or service suitable or adaptable for exporting
- ✿ Can demonstrate financial stability and resources to develop and maintain an export market

Going Dutch Programme | Getting Involved

For more information on the Programme, talk to your Invest NI Client Executive or contact our Business Support Team.

Further details can be found at investni.com/goingdutch

GRADUATE TO EXPORT



Graduate to Export Programme | An Introduction

Launched in 2019, the Graduate to Export is for companies who have identified a market research project outside Northern Ireland.

The Programme will:

- ✿ Provide financial support to employ a Graduate to assist with market research/market entry strategy
- ✿ Assist companies with growth plans in export markets



Graduate to Export Programme | How Can It Help?

Invest NI will help participating companies by providing:

- ✿ Salary support (50%, up to a maximum of £18,000) for the 18 month programme
- ✿ Graduates with a fully funded training course with Ulster University and the Institute of Export and International Trade
- ✿ A fully funded academic mentor for graduates

Graduate to Export Programme | Company Eligibility

The Programme is open to Invest NI customers who can:

- ✿ Identify a specific market research project outside Northern Ireland
 - ***A new product/service in a new market***
 - ***A new product/service in an existing market***
 - ***An existing product/service in a new market***

- ✿ Demonstrate that the project is sufficient to require the creation of an entry level role

- ✿ Provide the commitment and resource to support a Graduate for the duration of the programme

Graduate to Export Programme | Graduate Eligibility

The Programme is open to individuals who:

- ✿ Have a pass degree in any discipline
- ✿ Have graduated in the last five years
- ✿ Are willing to relocate outside Northern Ireland
- ✿ Have pre-existing legal status to live and work in Northern Ireland

Graduate to Export Programme | Getting Involved

For more information on the Programme, talk to your Invest NI Client Executive or contact our Business Support Team.

Further details can be found at investni.com/graduatetoexport