

# EXPORT SALES TRAINING THAT WORKS!

How to find customers in export markets that are right for your company.

**No export experience necessary!**

**Nov. 29 & 30, 2011**

Sponsored by:

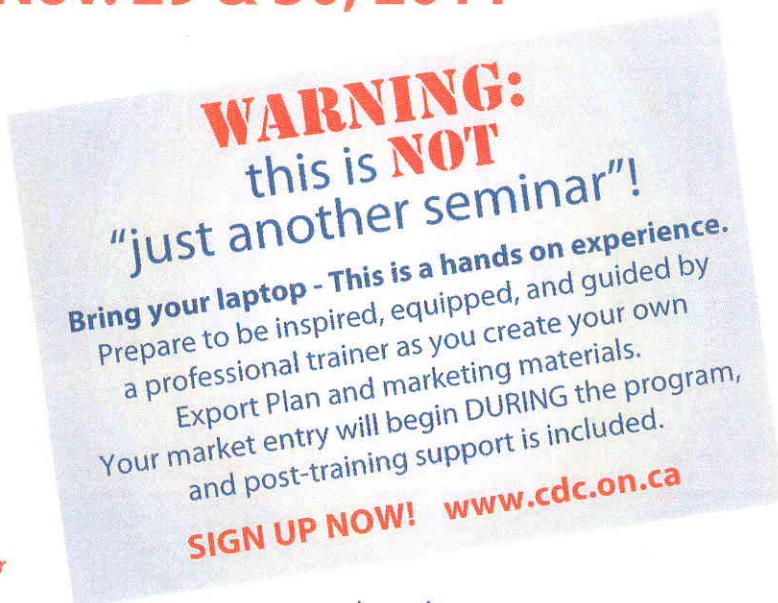


You only need two things to start exporting right now...

- 1 A proven, step-by-step export sales process  
APPLIED SPECIFICALLY TO YOUR COMPANY
- 2 An award-winning professional Export Trainer to GUIDE YOU EVERY STEP OF THE WAY

*If selling beyond North America could help you increase your profits - but you didn't have someone to walk you through exactly how to do it before - this program is for you!*

**Walk away with your own actionable export plan in only 2 days flat!**



Location:

**Peterborough CFDC,**  
351 Charlotte St, Peterborough  
For more information contact Jennifer Vanier at:  
jvanier@cdc.on.ca or 705.745.5434

## DAY 1 AGENDA

- 8:30 Arrival, welcome, and introductions
- 8:45 Program outline & preview of resources and activities
- 9:00 The 15 steps to selling internationally
- 10:15 Break
- 10:30 Pre-selection of target markets by each participant (participants receive web links for selected markets)
- 11:00 Online market research - demonstration
- 11:30 Participants do their own online market research
- 12:00 Lunch (included)
- 12:30 Online market research and discussion
- 1:00 "One Sheet" marketing piece design - demonstration
- 1:30 Participants design their own One Sheets
- 1:45 Break
- 2:00 Team negotiation - group exercise
- 2:45 Review of Day 1 & preview of Day 2
- 3:00 Wrapup - One-on-one consulting available for 2 extra hours
- 5:00 Optional one-on-one consulting ends

## DAY 2 AGENDA

- 8:30 Arrival, review of Day 1 & preview of Day 2
- 8:45 The approach process: How to contact your prospects
- 9:00 Selecting and managing international distributors
- 10:00 Freight and logistics: Only what you need to know
- 10:30 Break
- 10:45 Money: Currency exchange and how to get paid
- 11:15 Export costing and pricing
- 12:00 Lunch (included)
- 12:30 How to manage risk
- 1:00 Independent work on Export Plans
- 1:30 Presentations of Export Plans by Participants (optional)
- 3:00 Wrapup - One-on-one consulting available for 2 extra hours
- 5:00 Optional one-on-one consulting ends

**Two full days of hands-on training - Only \$375! <sup>+HST</sup>**  
**ONLY 15 SPOTS AVAILABLE\* TO MAXIMIZE INTERACTIVITY - SIGN UP NOW**

\*Minimum class of 8 is required to run the course