

Selling to International Markets: Sales Channels, Negotiation and Follow-Up

Workshop Overview

Many organizations look to international markets as a way of increasing their profits once they have established themselves in their home market. Selling products and services in international markets involves a broad range of activities including market research, production, finance, marketing, and of course, selling and delivering goods and services.

This workshop explores how to:

1. Establish sales channels for international trade
2. Conduct sales and follow-up
3. Negotiate terms of international sales agreement

Workshop Structure

Module 2 of the International Sales and Marketing course.

This is the second of three workshops for the course International Sales and Marketing. Each workshop explores a facet of securing an international customer base.

This workshop can be completed as a stand-alone learning module within the FITTskills framework.

Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Describe sales channels available for direct exporting of products and services to intermediaries and to end-users-both businesses and consumers.
- Select the best sales channels for the specific trade initiative based on a range of key factors including coverage and costs.
- Manage relationships with sales channel partners to ensure that the organization's needs are being met, as well as those of sales channel partners and customers.
- Abide by laws of the domestic and target markets that apply to the selected sales channels and to the products and services being exported.
- Use appropriate sales tools to influence potential customers and to assist with proposals and negotiations with new and repeat customers.
- Describe the phases, considerations and types of relationships involved in the negotiation process to establish clear and accurate sales contracts of benefit to all parties and with minimum risk to the organization.
- Ensure efficient delivery of products and services and provide after -sales support to meet commitments and enhance customer relationships.
- Measure, collect and analyze data about customer behaviour and organizational sales activities to maximize future sales.