

SELL ABROAD

HOW TO RELY ON PARTNERS?

Objectives

Determine methods and tools for export. The approach with partners is especially emphasized. It is generally more adapted to an export activity launch for small or medium size companies.

Concerned people

Business Unit Executive, Business directors and especially all players that should define business development priorities or carry them out.

Knowledge required

Business abilities

Duration

2 days

Pedagogy & Practice

Lecture – Experience shared with the participants.

Application:

- Case study.
- Practical tools use.
- Self-evaluation form

Know-How acquired



The approach preparation: Importance of the Business plan

Assessing the required competences
Where should you export?
Which part of the offer should you sell?
At what price and profit should you sell?
Exporting directly or with partners?
Fundamental questions to raise to sell with partners
Communication plan
How to adapt the company's organisation? (If required)
Balance Sheets Forecast: yours –your partner's



Implementation: Partners' approach

Approaching methods and tools
Possible external assistances : financial and human assistances
Partnership agreement: Should we formalize it?
Fundamental points to properly start a network



The method for a long term sales development?

Business action control
Sales network organization
Communication



Set up a personal action plan

Participants' self-analysis and diagnosis: strong/perfectible points
Improvement objectives