

## **International Sales Programme**

*How to grow International sales*

### **Fáilte Ireland Workshop – October / November 2018**

This comprehensive new **four-day programme** will help strengthen your capabilities within current markets and support growth in new markets. With the uncertainty of Brexit, you need to examine your business strategy now and decide what adjustments are needed to achieve sustained growth and profitability. This programme will give you a deep understanding of the tactical sales strategies required to optimise growth in international markets and the decisions that impact most on revenue growth. This support is specifically designed for tourism professionals. It will:

- Equip you with insider sales strategies that go beyond more familiar markets
- Provide you with sales tactics that push entry and sales growth in the seven markets and nurture relationships
- Demonstrate the approach required for you to optimise sales at 'In Ireland' and 'In Market' sales platforms and networking events
- Help you develop a Sales Growth Plan.

#### **Why attend?**

You will learn to develop the key international markets of France, Germany, Italy, Spain, Great Britain, USA and Canada, and increase profits for your business. You will get leading-edge sales management tools, action learning and new insights directly from each market. The emphasis is on the practical application of knowledge to the benefit of you and your business.

[Watch video testimonials](#) from 2017 participants

#### **Registration / Expressions of interest will open shortly on the Fáilte Ireland Trade Portal**

<https://tradeportal.failteireland.ie/>

Places are limited and will be offered on a first come, first served basis. Successful applicants will be contacted by Fáilte Ireland to offer a place.

Modules	Date	Intervention	Location
Module 1	Tuesday 23 <sup>rd</sup> October	Positioning for B2B Sales Growth	Sligo
	Wednesday 24 <sup>th</sup> October	Techniques for B2B Sales Growth	
Module 2	Tuesday 20 <sup>th</sup> November	Optimising B2B Sales Growth	
	Wednesday 21 <sup>st</sup> November	Optimising Online Sales Growth	

**Cost:** Individual delegate rate: €450.00. Reduced rate for second delegate from the same business: €300.00 (prices quoted are ex VAT).

## Designed For:

- Business representative responsible for developing and investing in Ireland's key international markets - France, Germany, Italy, Spain, Great Britain, US and Canada
- Key decision maker within the business and who on a daily basis is at the heart of planning, developing and implementing strategies for international sales growth
- Those responsible for generating and profiling leads within these markets
- Individuals charged with directing sales, marketing and revenue management teams
- General Managers and Sales Directors.

## Workshop Content:

### *Day 1: Positioning for B2B Sales Growth*

- The importance of Leisure B2B and the role it plays in the overall segmentation strategy
- Buyers and their consumers in each of the 7 markets – what do they really want from you
- Prioritising prospects and qualifying leads, delving deeper and figuring the right match
- The art of subtle selling via networking
- Preparing, engaging and following up on familiarisation visits by buyers and media.

### *Day 2: Techniques for B2B Sales Growth*

- Optimising sales from In Market platforms (Event and Post Event)
- Perfecting the verbal and written sales pitch
- Securing sales appointments at in Ireland and in market events
- Personal selling techniques required when meeting buyers
- Timelines for building buyer relationships further
- Pricing techniques and inclusions that appeal to different markets
- The rules of contracting
- Sales Growth Plan Homework

### *Day 3: Optimising B2B Sales Growth*

- Networking at Trade Events
- The human side of selling
- Social events attached to trade shows
- The art of subtle selling via networking
- Top tips for being more persuasive and influential in soft selling environments
- Working the room in a networking environment
- The social events attached to trade shows
- One to one appointments to present sales pitch to market buyers.

### *Day 4: Optimising Online Sales Growth*

- Market insights and channel intelligence
- Selling via OTAs including business models of larger OTAs and specialist OTAs including pricing, negotiating and contacting and top tips for selling via online intermediaries
- Direct online selling including:
- Managing online reputation
- Top tips for translation
- Creating a landing page
- Online advertising.

**Places are limited – book now!**