

Dealing with Agents & Distributors

24 MARCH 2020
5 NOVEMBER 2020
09:30 - 12:30

QUALIFIES TOWARDS YOUR FOUNDATION AWARD

It is important you establish good business relationships with agents and distributors to ensure they are working to increase sales and vitally important are the agreements and contracts that you produce to ensure your company is trading safely. Having no agreements in place will not protect your company.

COURSE CONTENT

- > An overview of the main methods of market entry
- > Understanding the difference between agents and distributors - advantages and disadvantages
- > Choosing the best fit for your company
- > Roles and types of representatives
- > Finding and selecting the right partner
- > Obligations and expectations of each party
- > EU Agency Directive
- > Distributor arrangements on the EU
- > Using gentlemen agreements - samples
- > When to implement formal agreements
- > How to implement targets and motivate
- > Terminating the agreement and costs
- > Summary, questions and feedback

Delegates will depart with gentlemen agreement examples for an agent and distributor, profile requests and a full set of informative notes.

VENUE

Chamber of Commerce Training Suite,
Red Rose Court, Clayton Business Park,
Accrington, BB5 5JR.

COST

MEMBERS: **£210** + VAT per delegate

NON MEMBER: **£420** + VAT per delegate

* Buffet lunch included

FOUNDATION AWARD

9 nationally accredited courses covering a core international trade curriculum and mapped to level 2 NVQ. Achievable on completing 6 of the 9 modules.

“The Agent and Distributors course gave us a better insight into their selection, appointment and management as well as handy tips on what should be included in agreements with them. A review of the legal aspects from a lawyer’s perspective was extremely useful and not only made the regulations on the use of agents and distributors much clearer, but also meant that we made a good local contact for any future issues which could arise in such agreements! A well recommended course for both commercial and sales staff.”

CAROL OFFICER, Cobham Defence Communications Ltd.

To reserve your place please contact Chloe Platt on **01254 356473** / international@chamberelancs.co.uk