

Export Sales Certificate

11-14 JUNE 2019
26-29 NOVEMBER 2019
09:30 - 16:30

Developed by Export Sales Training Limited, for sales personnel to provide practical information and ways to improve international sales skills resulting in increased sales and profitability for the business. Understanding the different cultures of international buyers and being able to confidently negotiate is a must for international sellers. In this very competitive world finding the best price for your product is achieved through learning the negotiating sequence and techniques. Learning from real buyers through role play is the pinnacle of this course and a once in a life time opportunity. Over four days you will have the prestige and satisfaction of competing for and winning orders.

COURSE CONTENT

- > The importance of market research
- > Understanding Incoterms® 2010 and the methods of despatching goods
- > The various payment methods
- > Explanation of Letters of Credit and their importance
- > Ways to finance international trade activities
- > Understanding overseas cultures
- > What are international contracts, bid bonds and performance bonds
- > What to incorporate in quotation terms, conditions and exclusions.
- > The various routes to market entry
- > The best representation, agents, distributors and their agreements
- > How to assess export enquiries
- > What costs are included in a price build up sheet
- > How to produce a quotation
- > How to negotiate, the sequence and techniques
- > Learn the buyer techniques for negotiating
- > Multiple workshops including role plays

Delegates will depart with a full set of informative notes.

VENUE

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

COST

MEMBERS: **£1600** + VAT per delegate

NON MEMBER: **£3200** + VAT per delegate

* Buffet lunch included

“ The Export Sales Certificate course was extremely enjoyable and beneficial. It provided me with a number of ideas to take back to my employer, and has also provided me some skills and tactics to use in my role as a salesperson. The course content was relevant to my role and I feel more confident in my role going forward. I'd thoroughly recommend this course to anybody considering it.”

BRIAN THIRLWALL, Cleveland Cascades Ltd.

To reserve your place please contact Stephanie Warrington on **01254 356473** / s.warrington@chamberelancs.co.uk