

# Export Sales Foundation

11-12 JUNE 2019  
26-27 NOVEMBER 2019  
09:30 - 16:30

Developed by Export Sales Training Limited, essentially for office and sales personnel, to provide practical information and ways for producing correctly priced quotations for international sales.

The quotation is the starting point for all sales and having a professional, safe quotation including the relevant terms, conditions and exclusions plus the ability to calculate a price for exports is one of the major steps in developing international sales. The vast range of topics within these two days will give you the confidence and set you on the path to a successful business and career.

## COURSE CONTENT

- > The importance of market research
- > Why you need to plan and budget
- > 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
- > What is the best insurance including the various types
- > 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
- > Workshop

Delegates will depart with a set of informative notes.

## VENUE

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

## COST

MEMBERS: **£800** + VAT per delegate  
NON MEMBER: **£1600** + VAT per delegate

\* Buffet lunch included

“The Export Foundation course was both challenging and rewarding right from the start. The use of real-world examples was a great help in maintaining our focus and the experience of the tutors was always an invaluable resource. Highly recommended, I'll certainly be returning to complete the full Export Certificate”

PAUL CHAPMAN, ICT 4 Business.

To reserve your place please contact Stephanie Warrington on **01254 356473** / [s.warrington@chamberelancs.co.uk](mailto:s.warrington@chamberelancs.co.uk)