

Finding International Customers

29 NOVEMBER 2018
09:30 - 12:30

Successful businesses conduct market research on a continual basis, it is vital to understand the target market therefore increasing the sales potential. It is not a 'one off' activity but vital for the survival and growth of the business. Market research helps you to make informed decisions, the more accurate the research – the better the decision. This allows you to identify threats and opportunities in the market place therefore reducing the risk factor.

COURSE CONTENT

- > An introduction to market research and its importance
 - > The different types of market research
 - > How to select the best target market
 - > Identification of the target companies
 - > Dissemination and evaluation of the research
 - > Resources and assistance available
 - > How to turn market research in to export activities
 - > Implementing sales strategies and action plans
 - > Summary, questions and feedback
- 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: **£195** + VAT per delegate
NON MEMBER: **£390** + VAT per delegate

* Buffet lunch included



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