

# THE NEXT STEPS

## Your Local Team

- Fáilte Ireland Dublin
- Fáilte Ireland East & Midlands
- Fáilte Ireland North West
- Fáilte Ireland South East
- Fáilte Ireland South West
- Fáilte Ireland West & Midwest

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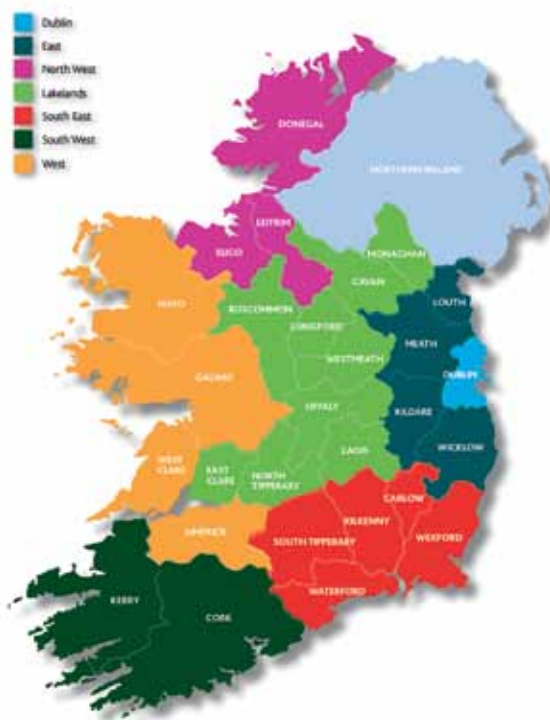
## Lakelands

Lakelands comprises the catchment area along the river Shannon from Limerick to Fermanagh and including Lough Derg, Lough Ree and Lough Allen. (Monaghan, Cavan, Roscommon, Longford, Westmeath, Offaly, North Tipperary, East Clare, Laois)

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# SUPPORTS

## Sales Connect

To support you to win more overseas business in 2012, Fáilte Ireland has a suite of business supports designed to assist you to target and sell to Ireland's four key overseas markets – Great Britain, United States, Germany and France.

These supports are designed in collaboration with Tourism Ireland and focus on giving you the skills and knowledge to target and sell to overseas visitors effectively and efficiently.

**The supports include practical sales training workshops covering topics such as:**

- How to win more overseas business using **Sales Connect – Know Your Markets;**
- Selling at overseas workshops and trade or consumer shows;
- Packaging and bundling for overseas markets;
- Overseas sales mission preparation and follow-up;
- Develop your overseas plan using Fáilte Ireland's Integrated Marketing Guide.
- One-on-one mentoring support to internationalise your website.

**For further information on Sales Connect please contact your local Fáilte Ireland team.**

To access a range of PowerPoint templates and resources to assist you in making sales presentations, please refer to the website [www.failteireland.ie](http://www.failteireland.ie)

## Other Supports

Fáilte Ireland offers a range of management and ebusiness supports which are detailed on the following website:

[www.failteireland.ie](http://www.failteireland.ie)

## Additional sources of research

For additional information on visitor profiles and tourism business performance from all other source markets see:

[www.failteireland.ie](http://www.failteireland.ie)

[www.tourismireland.com](http://www.tourismireland.com)

## Notes