



INTERNATIONAL SALES DEVELOPMENT PROGRAMME

Overview:

This new programme, designed specifically for General Managers, Sales Directors, aims to help you optimise growth from some or all of the following markets - France, Germany, Italy, Spain, Great Britain, US and Canada. The programme will provide you with leading-edge sales management tools; action learning and new insights from those working locally with buyers or as buyers in each of the seven markets. It will enhance your ability to develop these markets and achieve increased profits for the business.

Context:

While a lot of uncertainty exists around exactly what Brexit will mean for the tourism industry, Irish businesses need to examine their business strategy now and decide what adjustments are needed to achieve sustained growth and profitability. Fáilte Ireland is committed to assisting businesses strengthen their capabilities within current markets and support growth in new markets.

The four day programme will give you a deep understanding of the tactical sales strategies that need to be applied to optimise growth in international markets and the decisions that need to be made working within these markets that most impact on revenue growth. Specifically the programme will:

- Equip you with insider sales strategies that go beyond more familiar markets
- Provide you with sales tactics that push entry and sales growth in the French, German, Italian, Spanish, British, US and Canadian markets and nurture relationships thereafter
- Demonstrate the approach required for you to optimise sales at 'In Ireland' and 'In Market' sales platforms and networking events
- Deliver, by you, a new sales growth plan for increased business in the international markets.

You will present a Sales Growth Plan at the end of the programme to a panel of experts. The emphasis throughout the programme is on the practical application of knowledge to the benefit of the you, your team and the business.



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- Objective:** To give you:
- The tactical sales strategies that need to be applied to optimise your growth in international markets
 - The knowledge to inform the decisions that need to be made while working within these markets and how they can most impact on revenue and profit growth.
- Location:** Regional locations, nationwide. Venues to be confirmed.
- Delivery:** Four full training days. There will be 2 by 'two-day' modules with a gap of two weeks between each module. Can be delivered by sector or as an open programme.
- Cost:** €450.00 per person.
- Who should attend:**
- Business representative responsible for developing and investing in Ireland's key international markets - France, Germany, Italy, Spain, Great Britain, US and Canada
 - Key decision maker within the business and who on a daily basis is at the heart of planning, developing and implementing strategies for international sales growth
 - Those responsible for generating and profiling leads within these markets
 - Individuals charged with directing sales, marketing and revenue management teams
 - General Managers and Sales Directors.
- Date:** Scheduled dates can be viewed in the calendar of programmes on www.failteireland.ie/brexit and the Fáilte Ireland Trade Portal.

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Module 1

Day 1: Positioning for B2B Sales Growth	Day 2: Techniques for B2B Sales Growth
<ul style="list-style-type: none"> • The importance of Leisure B2B and the role it plays in the overall segmentation strategy • Buyers and their consumers in each of the 7 markets – what do they really want from you • Prioritising prospects and qualifying leads, delving deeper and figuring the right match • The art of subtle selling via networking • Preparing, engaging and following up on familiarisation visits by buyers and media. 	<ul style="list-style-type: none"> • Optimising sales from In Market platforms (Event and Post Event) • Perfecting the verbal and written sales pitch • Securing sales appointments at in Ireland and in market events • Personal selling techniques required when meeting buyers • Timelines for building buyer relationships further • Pricing techniques and inclusions that appeal to different markets • The rules of contracting • Sales Growth Plan Homework.

Module 2

Day 3: Optimising B2B Sales Growth	Day 4: Optimising Online Sales Growth
<ul style="list-style-type: none"> • Networking at Trade Events • The human side of selling • Social events attached to trade shows • The art of subtle selling via networking • Top tips for being more persuasive and influential in soft selling environments • Working the room in a networking environment • The social events attached to trade shows • One to one appointments to present sales pitch to market buyers. 	<ul style="list-style-type: none"> • Market insights and channel intelligence • Selling via OTAs including business models of larger OTAs and specialist OTAs including pricing, negotiating and contacting and top tips for selling via online intermediaries • Direct online selling including: <ul style="list-style-type: none"> ✓ Managing online reputation ✓ Top tips for translation ✓ Creating a landing page ✓ Online advertising ✓ Measuring direct online performance.