



Add-Wise Conseils
Advising your growing business!

Sarl Palauva

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SYNOPSIS

Ref: 04 DMTPI-PP-GB - SME/SMIs 1st steps abroad

SME/SMIs - 1st STEPS ABROAD

Duration: **3 days**, 21 hours

Cost: To be determined

Place: To be determined

Date: To be determined

Incorporating an international approach to business, very early on, allows new/emerging companies to consider the export markets as a natural extension of their business processes and marketing.

We will here un-dramatize the internationalization strategy of a company, and employees, by covering the fundamentals and contradictions that one must possess, and master, and illustrate it by a series of case studies, and sharing of pragmatic perspectives and experiences in SMEs.

GOALS

- Help determine the company's readiness and determination
- Establish a functional knowledge and strategic skills acquisition plan
- Establish a series of indicators for success with improvement tools

TARGETS

- Executive / Sales Executive
- Executive Assistant / new hires
- Anyone with customer contacts, wishing to move towards more international activities

METHODOLOGY

- Active pedagogy: alternation of theoretical lectures, simulation exercises and group work
- Each participant has adapted course materials

PROGRAM

- Day 1: **My own readiness to Export**

My national market, the national & international players; our respective business strategies and policies, my Strengths and Weaknesses

My extended competition, my performance indicators transposable to export; where to start?

What are the Threats and Opportunities?

My business team; what influences export will/does have on my managing resources, my operational staff? What are my/the levers available?

➔ Practical work

- Day 2: **Internationalizing my offer**

The process of founding, identifying and selecting a potential distribution partner. How, with whom? Managing my commercial offers internationally; reflexes to have, not to have.

➔ Practical work

- Day 3: **Operating abroad**

Managing an external "foreign" commercial and sales force; what styles, constraints, keys to leverage?

The geographically and culturally close export markets, the extended export markets; how to understand them. Moving my company into a multicultural world.

➔ Practical work

Note: The modules can also be conducted entirely in French.

Prestataire de formation enregistré sous le numéro 82 38 05743 38. Cet enregistrement ne vaut pas agrément de l'Etat.

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