

International Sales & Export Marketing Training Course Outline

This **4-session course** includes the following. **Each session is 2 hours long.**

1. Introduction to Exporting and why export?
2. Export Readiness and Assessment
3. Developing an Export Plan from Scratch
4. Market research and Market intelligence and tools
5. Assessment of Target Market
6. Export Pricing and INCOTERMS
7. Shipping and Logistics
8. Payment terms
9. Market Strategy and Action Plan
10. Review Action Results

Agenda

Session 1: Why Export? A look at Advantages, Risks, Rewards and Investment

Session 2 – Market entry & how to find customers for your export business

Session 3 – Pricing and Pricing Techniques, develop your export pricing

Session 4 – Develop your Export Marketing Strategy, Adapt, Implement and Execute