



## International Sales and Export Marketing Training Free series of training sessions



### Week1 Session 1: Tuesday March 9<sup>th</sup>

- A. Why Export? A look at Advantages, Risks, Rewards and Investment
- B. Export Readiness Assessment

### Week1 Session 2: Friday March 12<sup>th</sup>

- A. Develop your Export Plan- Product adaptation
- B. The Importance of Market Research and Analysis
- C. Interactive Market Research Tools, Data and Maps

### Week2 Session 1: Monday March 15<sup>th</sup>

- A. Market entry and how to find customers for your export business
- B. Contract development, administration and renewal . Adding KPI's to contracts
- C. Do's and Dont when choosing the best partners/clients

### Week2 Session 2: Friday March 19<sup>th</sup>

- A. Opening the Doors with Total Quality Management and Certification/Standards
- B. Shipping and Logistics from Belize to the World. Analysis of Freight Forwarders and Customs's Brokers

### Week3 Session 1: Monday 22<sup>nd</sup>

- A. Pricing and Pricing techniques, Develop Your Export Pricing
- B. Incoterms, Terms of Sale and Payment terms
- C. Pricing and margin tiers in the US market

### Week3 Session 2: Friday March 26<sup>th</sup>

- A. Export Documentation- Invoices, Packing Lists, Certificate of Analysis, Certificate of Origin, EU1 Forms
- B. Export Requirements and the impact of Free Trade Agreements and Partial Scope Trade Agreements

### Week4 Session 1: Monday March 29<sup>th</sup>

- A. Develop your Export Marketing Strategy, Adapt, Implement and Execute.
- B. In Depth Analysis Of Promotions, Social Media and branding strategy and limiting "Friction" in your sales Mix
- C. Tradeshows and Customer Specification Sheets

### Week4 Session 2: Wednesday March 31<sup>st</sup>

A. Market Evaluation and Re-evaluation if needed

B. Investment/Budgeting for Branding and Growth, After-Sales Service

C. Business during Covid 19 and Post Covid.