



Strong & Herd LLP
Import/Export Services

HOW TO BUILD OVERSEAS SALES Essential Tips for Exporting

One Day Course

Registration/Coffee: 09.00 Start: 09.15 Lunch: 13.00 Close: 17.00



Topics covered:

- **NEW MARKET DEVELOPMENT AS A STRATEGY FOR BUSINESS GROWTH:** Extend your horizons or concentrate on existing markets? Critical factors to consider
- **LOOKING INWARD:** Methods of making a genuine assessment of your business' strengths and weaknesses
- **UNDERSTANDING YOUR SUCCESS FACTORS:** Reviewing past performance and understanding what counts
- **SOURCES OF INFORMATION:** A look at accessible and reliable sources
- **BASIC MARKET RESEARCH:** Understanding what matters and where to find reliable data. Extrapolating from what's available
- **COMPARING AND PRIORITISING MARKETS:** Compiling and prioritising data to evaluate opportunities
- **THE PLAN:** From analysis to action. Challenging assumptions
- **REAL WORLD CASE STUDIES:** Examples of effective research – and some mistakes
- **GETTING STARTED:** Practical First Steps