

SALES AND MARKETING WORKSHOPS

MARKET INTELLIGENCE | CUSTOMER VALUE PROPOSITION
| SALES PIPELINE MANAGEMENT



STRATEGIC SALES & MARKETING

Enterprise Ireland in partnership with sales experts, design and deliver best practice workshops across three core areas of sales and marketing.



These short workshops with business advisor support, ensure clients gain practical tools and methodologies to maximise their export sales.



MARKET INTELLIGENCE

This online programme supported by Business Advisors, enables participants to make critical market decisions through a process of effectively gathering information on their target market, partners and leads.

CUSTOMER VALUE PROPOSITION

This 1 day workshop with follow up consultation, enables clients to identify the sources of value that differentiate their product or service from the competition and develop a unique CVP for growth.

SALES PIPELINE MANAGEMENT

This 1 day workshop with follow up consultation, enables clients to convert leads into hard sales through a structured sales pipeline management process.

1. MARKET INTELLIGENCE



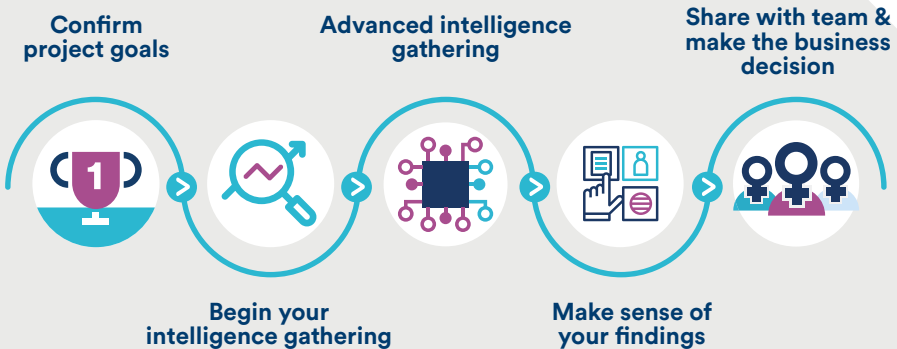
Every strategic business decision should be based on solid market and competitor intelligence. The most successful companies gather intelligence as part of an ongoing team based process.

This workshop equips participants with the tools and skills to gain critical information to make those strategic decisions. Delivered online, you will also be given one-to-one support by a Business Growth Advisor.

The workshop is open to three people from your team. These should include at least one Senior Executive who can act as the project sponsor.

Online Programme Approach

During the programme, participants will engage with their Business Advisor through a 5 step online marketing toolkit hosted on Enterprise Irelands digital learning platform (eilearn).



Programme Outputs

At the end of the programme, participants will have gained the skills to:

- Gather critical market information on competitors, prospects, choice of market to inform decision making
- Base their decisions on valid market intelligence
- Implement a repeatable team based process promoting team based decision making

2. CUSTOMER VALUE PROPOSITION



A strong and compelling Customer Value Proposition (CVP) shows customers why they should engage with you and helps build sustainable relationships

This workshop equips participants with the tools and skills to create a compelling CVP and make an impact in International markets. Delivered by Futercurve, the short 1 day workshop with two one to one follow on business advisor engagements, is open to three people from your company.

Workshop Approach

The workshop includes a pre diagnostic exercise to help participants form a benchmark of their current customer value status. The 1 day workshop guides participants through the development of a customised CVP for their business which is further refined and implemented with the support of two one to one business advisors engagements following the workshop.

Workshop Outputs

At the end of the workshop, participants will have gained the skills to:

- Develop a CVP aligned to their company ambition.
- Identify when and how to change this proposition based on changes in market or the companys product/service.
- Enhance relationships with customers and new leads based on a compelling CVP.



"It's focused our minds on the value that we currently deliver to our clients, as well as the value that we want to deliver in the future. It's given a new mind-set and language which is underpinned by a structured methodology and objective feedback from structured client interviews"

Greg MacHale,
Head of Business Development,
Mail Metrics

3. SALES PIPELINE MANAGEMENT



A well-run, systematic sales pipeline can add up to 50% more sales-ready leads to your business and reduce sales cost per lead by up to 33%.

The sales pipeline management workshop helps participants achieve a structured approach to improve conversion rates of international sales opportunities. Delivered by InsThinktive, the short 1 day workshop with two one to one follow on business advisor engagements, is open to three people from your company.


Workshop Approach

The workshop includes a pre diagnostic exercise, a 1 day workshop and the support of two one to one business advisors engagements following the workshop.

Workshop Outputs

At the end of the workshop, participants will have gained the skills to:

- Implement a flexible, systematic sales pipeline management system.
- Forecast sales opportunities more accurately.
- Manage sales teams more effectively.



"This workshop was so relevant to day to day business. The practical tools and techniques were delivered in a easy digestible format and there was great learning from peers in the room."

Rowena Glynn
Timoney Technology

Fees and how to apply

All three workshops are grant aided by Enterprise Ireland:

Market Intelligence Online Workshop

Cost: €900 for up to three participants inclusive of 3 day Business Growth Advisor support and an online toolkit

Apply: www.enterprise-ireland.com/xlatmi

Customer Value Proposition Workshop*

Cost: €300 for up to 3 participants inclusive of a 1 day workshop and two one to one Business Advisor support

Apply: www.enterprise-ireland.com/customer-value-proposition

Sales Pipeline Management Workshop*

Cost: €300 for up to 3 participants inclusive of a 1 day workshop and two one to one Business Advisor support

Apply: www.enterprise-ireland.com/sales-pipeline-management

*Subject to capacity, extra participants can be facilitated at a reduced fee.



For more information, please contact Paul Browne,
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More information, next dates and links to signup at:
[www.enterprise-ireland.com/en/Events/OurEvents/
Excel-at-Export-Selling-Series/](http://www.enterprise-ireland.com/en/Events/OurEvents/Excel-at-Export-Selling-Series/)