

INTERNATIONAL SELLING

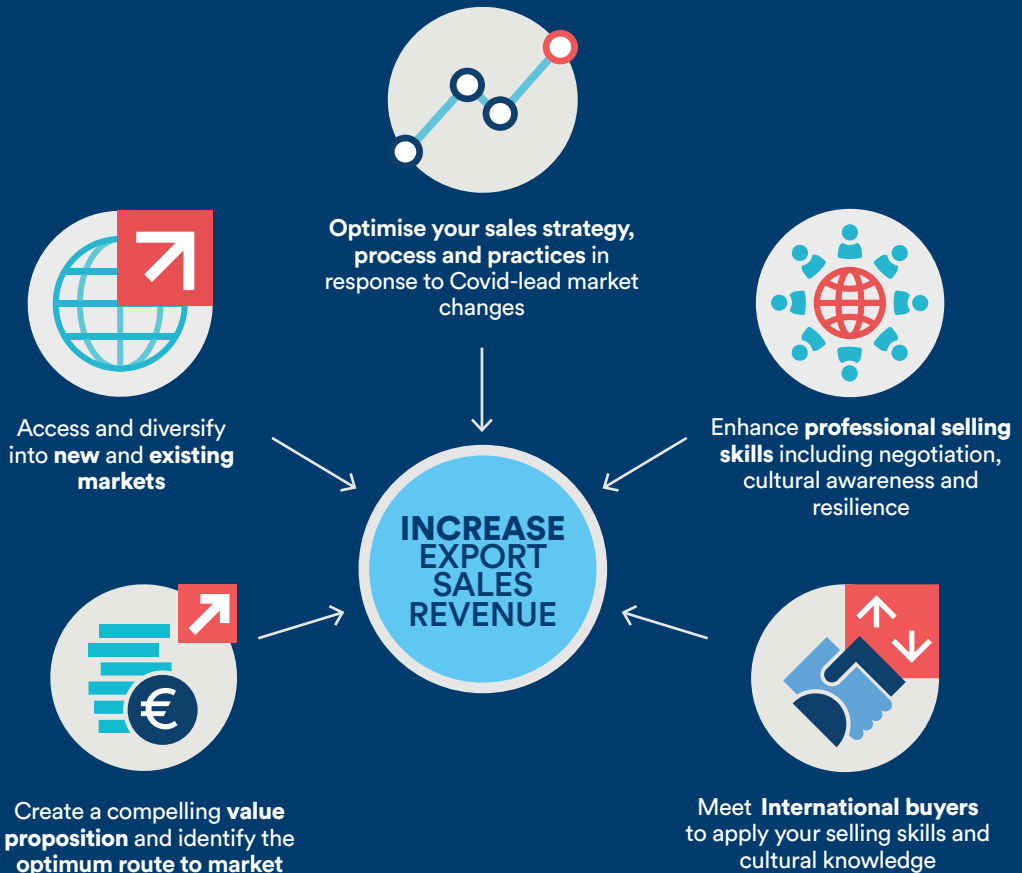
MAXIMISE YOUR EXPORT SALES & BUILD
YOUR COMPETITIVE EDGE

INTERNATIONAL SELLING PROGRAMME

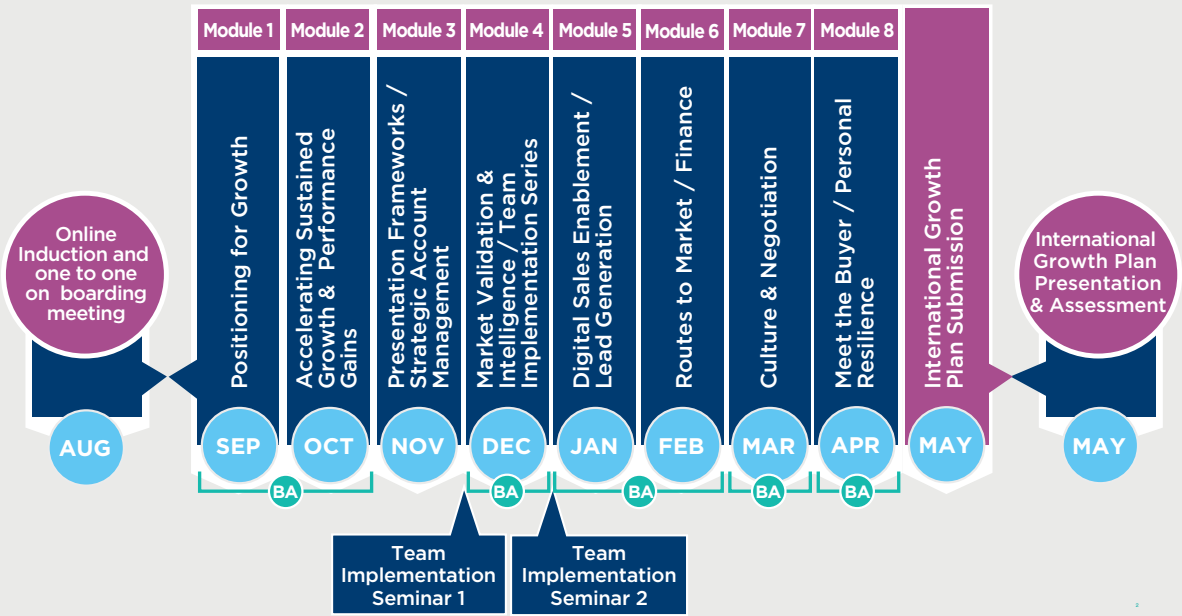
The International Selling Programme (ISP) helps Irish businesses boost performance in international markets by optimising sales strategy, sales management and skills. A key output is an International Sales Growth Plan, focusing on a specific target market and customised for the business. ISP is accredited by TU Dublin and by the end of the programme, participants earn an internationally recognised (Postgraduate or CPD) Diploma in International Selling (Level 9 or Level 7).

Key Outcomes

Established in 2006, ISP has helped over 900 participants achieve significant sales growth. Key outcomes include:



Your 9-Month Programme Journey



8 two-day modules and final IGP presentation

5 Business Advisor engagements
In-company assignments, peer-to-peer networking and team implementation supports

Programme Approach

EDUCATIONAL EXECUTIVE SERIES

A series of sales modules delivered by Irish and International industry practitioners. Methodologies and toolkits are designed to support in-company implementation. Activities, discussion and debate encourage peer-to-peer learning. Each module ends with an assignment documenting actionable outcomes which help shape your International Growth Plan.

BUSINESS ADVISOR SERIES

Participants have 5 engagements (three one to one and two cohort group meetings) with a dedicated Business Advisor. The Business Advisor works with participants to support learning transfer to the company, advise on the development of the International Growth Plan and identify accelerators and inhibitors to growth.

TEAM IMPLEMENTATION SERIES

To further support learning transfer, the participant will attend a half day workshop with a nominated senior level colleague from the business. Two more senior level colleagues can be nominated to attend additional one hour seminars with the participant.

eiLearn.ie

Key Programme Supports

- Access to Enterprise Ireland Market Research Centre
- Remote access via dedicated programme portals and TU Dublin Business Library
- Dedicated Enterprise Ireland and TU Dublin team supports
- Classroom and online delivery in line with Government Guidelines

Our Partners



Enterprise Irelands delivery partner, TU Dublin provides higher education, from apprenticeship to PhD. Its College of Business is a leading provider of executive education to Irish and International organisations. The College holds the prestigious AMBA accreditation, and is recognised by UN PRME and Eduniversal for responsible management education and excellence in business schools.

Our Programme Team



Justine Emoe

Justine Emoe is International Selling Programme Director for TU Dublin. She has a breath of experience in executive education and has helped to develop over 650 International Selling participant companies.



Aoife Treanor

Aoife Treanor works on the International Selling Programme as part of her role as Executive Education Programme Manager with TU Dublin. She has a background in HR, focusing on people and cultural change and enhancement.



Bernie Cullinan

Bernie is a creative and energetic leader who has been involved in business in various sectors in both executive and non-executive director roles. Bernie is CEO of Pragma Advisory, a practice providing strategic planning, growth execution and people management solutions to companies nationally and internationally.



Ray Clarke

Ray is founder of a marketing consultancy, Shaping Business. He has extensive international experience in business marketing working with clients in researching and targeting markets in the UK, Europe, Asia and the Americas.



Michael Comyn

Michael is founder of The Fearless Organisation, a company dedicated to the elimination of anxiety and fear in everyday business situations. Michael is also a freelance producer and presenter for RTE Radio.



Dr. Joseph Coughlan

Joseph is former Head of TU Dublin's School of Accounting. He has a research and teaching interest in sales, sales education and the financing of SMEs.



Ricky Coussins

Ricky is Managing Partner of Coussins Associates. Ricky's experience covers the entire marketing spectrum but he has a particular understanding of how to apply the tools of market and competitive intelligence with a view to building sustainable competitive advantage.



Brian English

Brian is an Engineer and Marketer who has worked in international sales for 30 years. His company, Qupact, develops sales and routes-to-market for its clients. He has a deep understanding of the intricacies of closing sales in international markets, through reseller networks.



Richard Higham

Richard is founder of SalesLevers. He has worked with hundreds of companies globally in the design and delivery of comprehensive relationship management, sales, service and leadership programmes.



Michael McGowan

Michael is a partner in the Smart Talent Group and a director of DEI International. He has worked with hundreds of exporting companies to help them build their sales, channel and sales management capability since 2004. He published his second book, What Great Sales Managers Do, in 2020.



Lisa Newson

Lisa works on Intercultural Business Improvements projects throughout Europe, specialising in negotiation (a subject on which she has published many articles), international team building and cross-cultural competencies.



Paul O'Dea

Paul is CEO of Select Strategies, a strategy consulting practice and education firm which helps leadership teams make growth happen. Paul has vast experience in international sales and with mentoring companies at various stages of development of their growth strategies.



John O'Gorman

John is an accredited executive coach who works with teams to measure, model and unlock performance potential. He is co-author of 6 books on sustaining growth and unlocking potential. John has helped companies on the International Selling Programme identify revenue performance gains of up-to 30%.



Oscar van Weerdenburg

Oscar is co-founder of Intercultural Business Improvement and has held over 1,000 workshops and presentations for more than 40 multinational organisations on successfully managing cultural differences.

Testimonials

Ciara Crossan, Founder & CEO, Wedding Dates

“ Participating in the International Selling Programme was invaluable for my business, particularly in light of the massive change and uncertainty during the COVID19 crisis. The ISP gave me tools with which to re-evaluate my business model to help us pivot the business. The support network and camaraderie between the programme participants has been a wonderful and unexpected benefit of the programme. I would highly recommend the International Selling Programme to any CEO or senior sales person who wants to take their business to the next level. ”

Adrian Foley, Global Head of Sales, Teamwork

“ The International Selling Program is one I would highly recommend the International Selling Programme for anyone looking to grow their business on an International stage. There is a great wealth of experience throughout the course from a very interesting and knowledgeable group of moderators. The sequencing of the program is excellent, starting from defining strategy, understanding your ICP (Ideal customer profile) through to marketing, finance and the delivery of the Growth Plan. In a year which necessitated the programme to be delivered remotely, TU Dublin and Enterprise Ireland have done a great job in using the technology available to keep the sessions engaging and interesting. ”

James Treacy, Marketing Manager, BPSG LTD

The structure of ISP is ideally suited to companies planning and executing their international sales strategy. From creating our Business Battlecard in Module 1 to ultimately presenting our International Growth Plan in Module 9, the ISP has mirrored each step of our journey and has given us really practical tools and training as we launch in Europe and around the Globe. Enterprise Ireland and Technology University Dublin have assembled a team of world class experts and Business Advisors, who challenged me and my fellow participants to be better and to strive for excellence. ”

Who Should Apply?

IDEAL BUSINESS

COMPANIES FROM ALL SECTORS WHO ARE SELLING PRODUCTS AND SERVICES IN INTERNATIONAL MARKETS. IDEALLY COMPANIES GENERATING A MINIMUM OF €50K IN EXPORT REVENUES.

IDEAL PARTICIPANT

CEO, DIRECTOR AND SENIOR MANAGERS WITH THE AMBITION, DRIVE AND RESPONSIBILITY TO GROW EXPORT REVENUES IN THEIR COMPANIES THROUGH SALES EXCELLENCE.

EMERGING LEADER

SENIOR MANAGERS CURRENTLY TRANSITIONING INTO SENIOR LEADERSHIP ROLES IN THEIR COMPANIES WILL BE PROVIDED WITH TARGETED PROGRAMME SUPPORTS TO AID THAT AGENDA.

Fees (Per participant)

The programme is subsidised by Enterprise Ireland. After applying grant aid, the direct cost to companies for each participant is:

ENTERPRISE SIZE	GRANT	COST TO COMPANY
Large Enterprise	50%	€7,425
Medium Enterprise	60%	€5,940
Small Enterprise	70%	€4,455

Fees include all educational, coaching elements and meals. Overnight accommodation costs are discretionary and at the participants expense.

* Companies must be eligible Enterprise Ireland clients to avail of funding support.

How to Apply



The application process for this programme is extremely competitive.

More Information



For more information about International Selling please contact:
Mariam Dadabhay, International Selling Programme Manager

E: Mariam.Dadabhay@enterprise-ireland.com
T: 01 727 2764 / 2255

Mariam Dadabhay

“At this time of unprecedented change, the need to reconfigure sales strategies and processes is paramount. ISP will provide a clear roadmap to help you devise the optimum strategy for your company and effectively position your company for a post-Covid future”.