

INTERNATIONAL SELLING

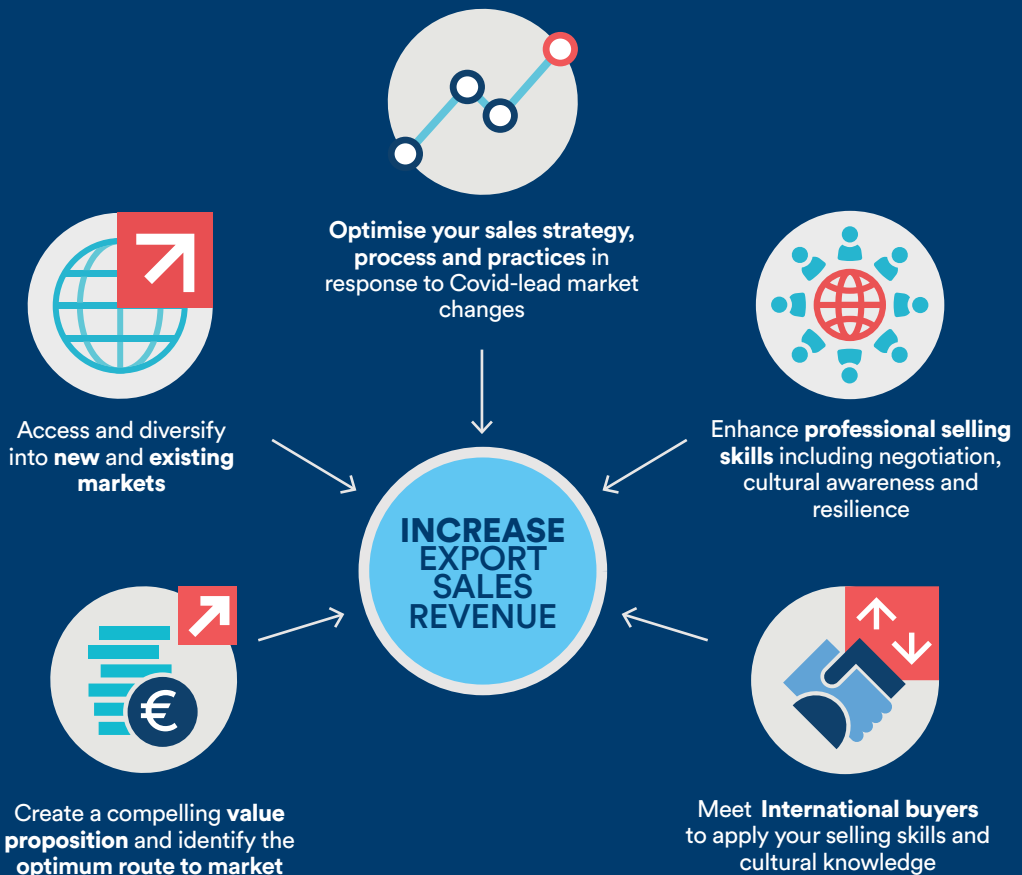
MAXIMISE YOUR EXPORT SALES & BUILD
YOUR COMPETITIVE EDGE

INTERNATIONAL SELLING PROGRAMME

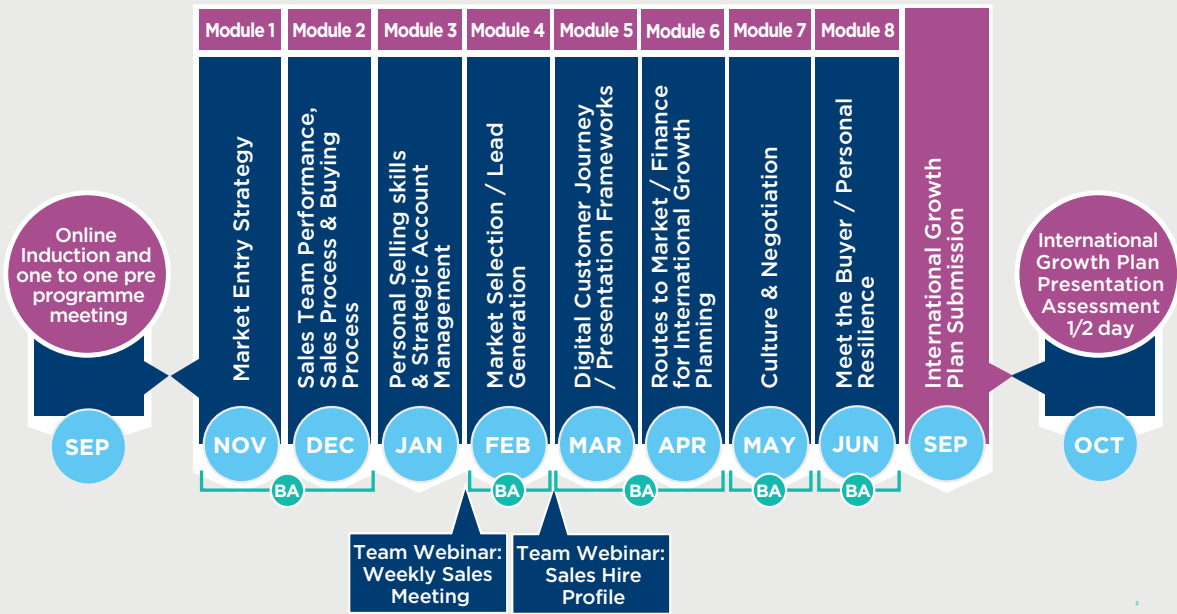
The International Selling Programme (ISP) helps Irish businesses boost performance in international markets by optimising sales strategy, sales management and skills. A key output is an International Sales Growth Plan, focusing on a specific target market and customised for the business. ISP is accredited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

Key Outcomes

Established in 2006, ISP has helped over 800 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

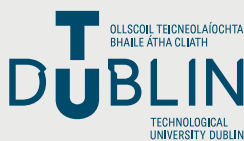
To further support learning transfer to the company, a nominated senior-level colleague participates in a half-day workshop and an additional two senior level colleagues attend two e-learning webinars. A suite of team implementation exercises, for in-company use, is provided via a dedicated e-learning platform.

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
- Face to Face or 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 breadth of experience in executive education and has helped to develop over 650 International Selling participant companies.



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. ”

Paul McGrath, Sales & Marketing Director, Quantum 3

“ The ISP helped me to identify, assess and plan for a high potential export opportunity that will deliver significant financial benefit within 18 months. I have also benefitted from the strategic and management learning and came away with high quality toolkits that are providing significant support to the company. I highly recommend the ISP to anyone interested in growing their business. ”

Ronan Haslette, MD, Merenda

“ The International Selling Programme shone a light on the gaps in the Merenda sales process and highlighted areas of improvement to better connect our sales and marketing work. We learned some strong diagnostic and actionable tools that helped put structure on all the customer engagement steps. These included the definition of our sweet spot customer, the science around lead generation and how to hold a proper sales meeting. I would strongly recommend the International Selling Programme to any company serious about developing and growing their export sales strategy. ”

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.

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 evaluation 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”.