

Achieving Export Sales Growth

How Enterprise Ireland and its overseas network
works with Irish exporting companies

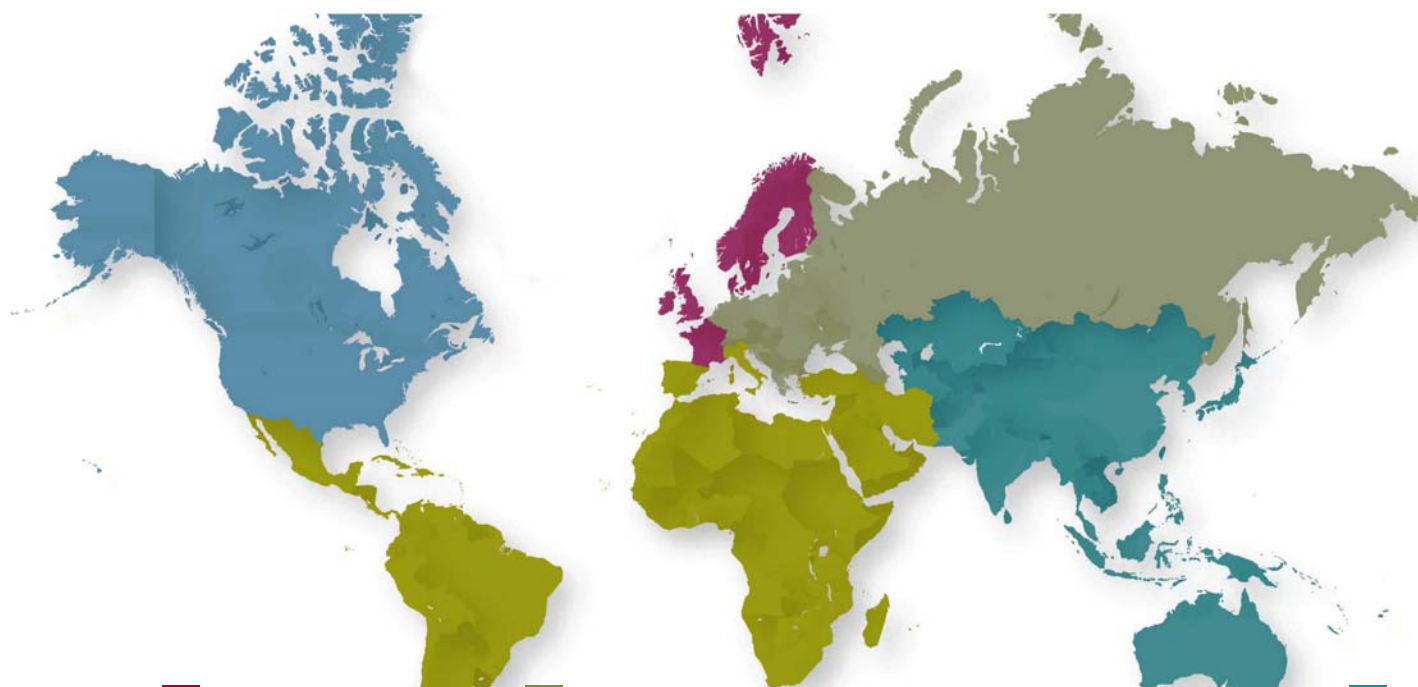
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Enterprise Ireland

Finance 4 Growth Workshop

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Americas

Boston
New York
Silicon Valley
Toronto
Mexico
Sao Paulo



Northern Europe

Amsterdam
Brussels
Glasgow
London
Paris
Stockholm



Southern Europe, Middle East and Africa

Dubai
Madrid
Milan
Riyadh
Johannesburg



Germany, Central and Eastern Europe, Russia and CIS

Budapest
Düsseldorf
Moscow
Prague
Warsaw



Asia / Pacific

Beijing
Hong Kong
Kuala Lumpur
New Delhi
Seoul
Shanghai
Singapore
Sydney
Tokyo

– Unique Mission and Global Reach

- 120+ market advisors exclusively focused on client export sales
- Corporate Memory of some significance

– Current Active Client Base of 3,500 companies

- Turnover spread of client companies €0.5m - €50m+
- A-Z sectoral spread of client companies
- Work closely with 600 overseas



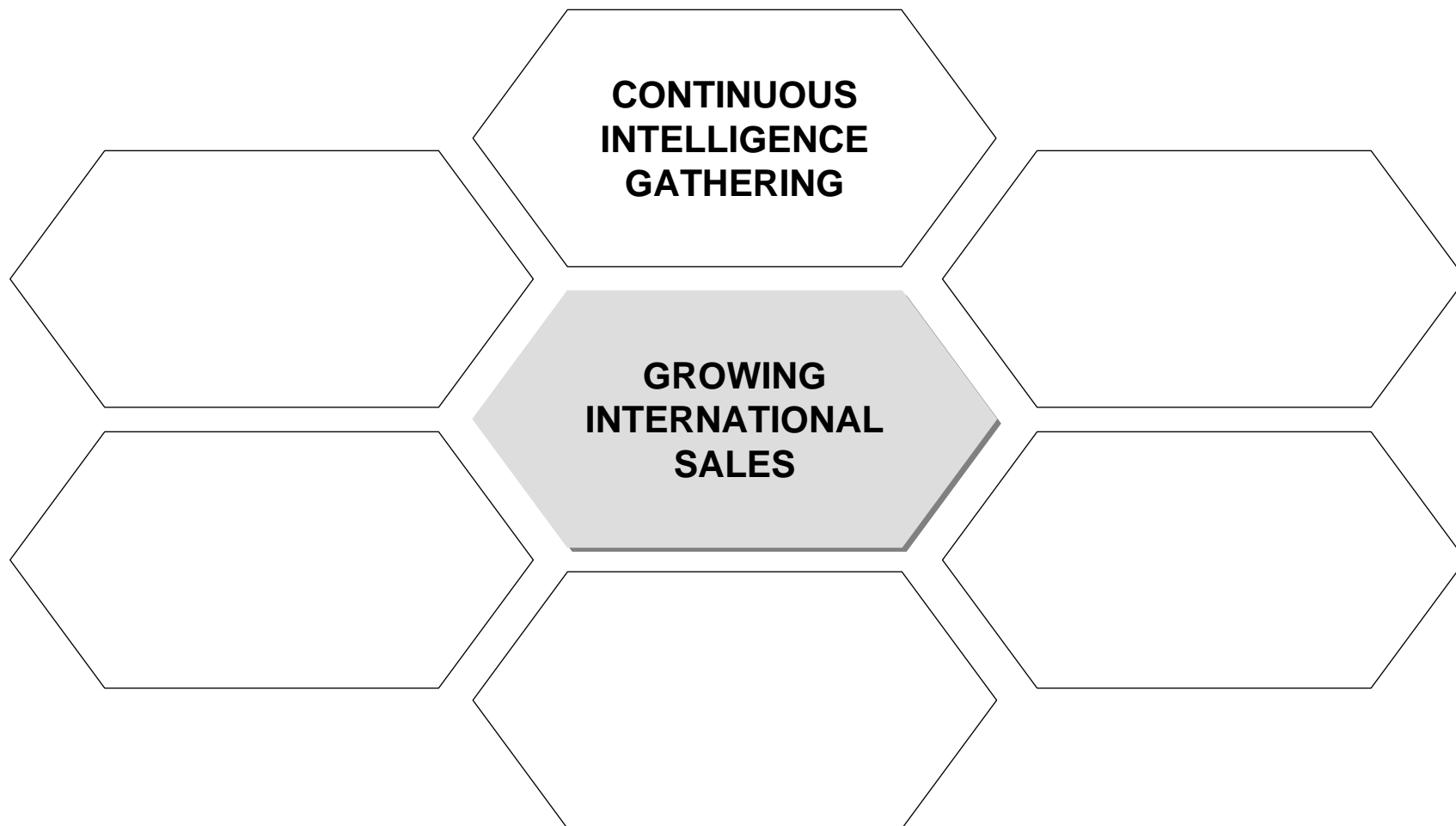
- validating opportunities – market & competitor intelligence
- Customer, distributor and partner identification and qualification
- Introductions to key industry influencers/international VCs
- Trade missions and events (incl. buyers to Ireland)
- Identification of Business Accelerators
- Accessing International networks/ diaspora e.g. Irish Business Network
- Lead Generation
- PR support
- Incubator offices (some markets)

Market Advisors are measured on client success – monthly.

Metrics: Significant sales contracts, prospect meetings, partnerships agreed, recruitment of in-market sales people.

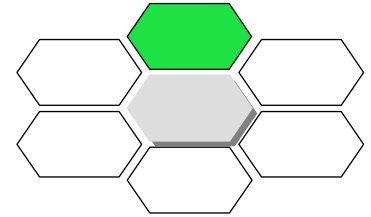
Six Drivers of Successful Internationalisation for SMEs



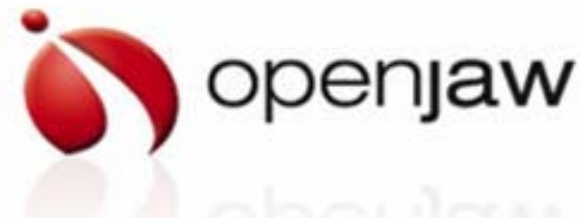


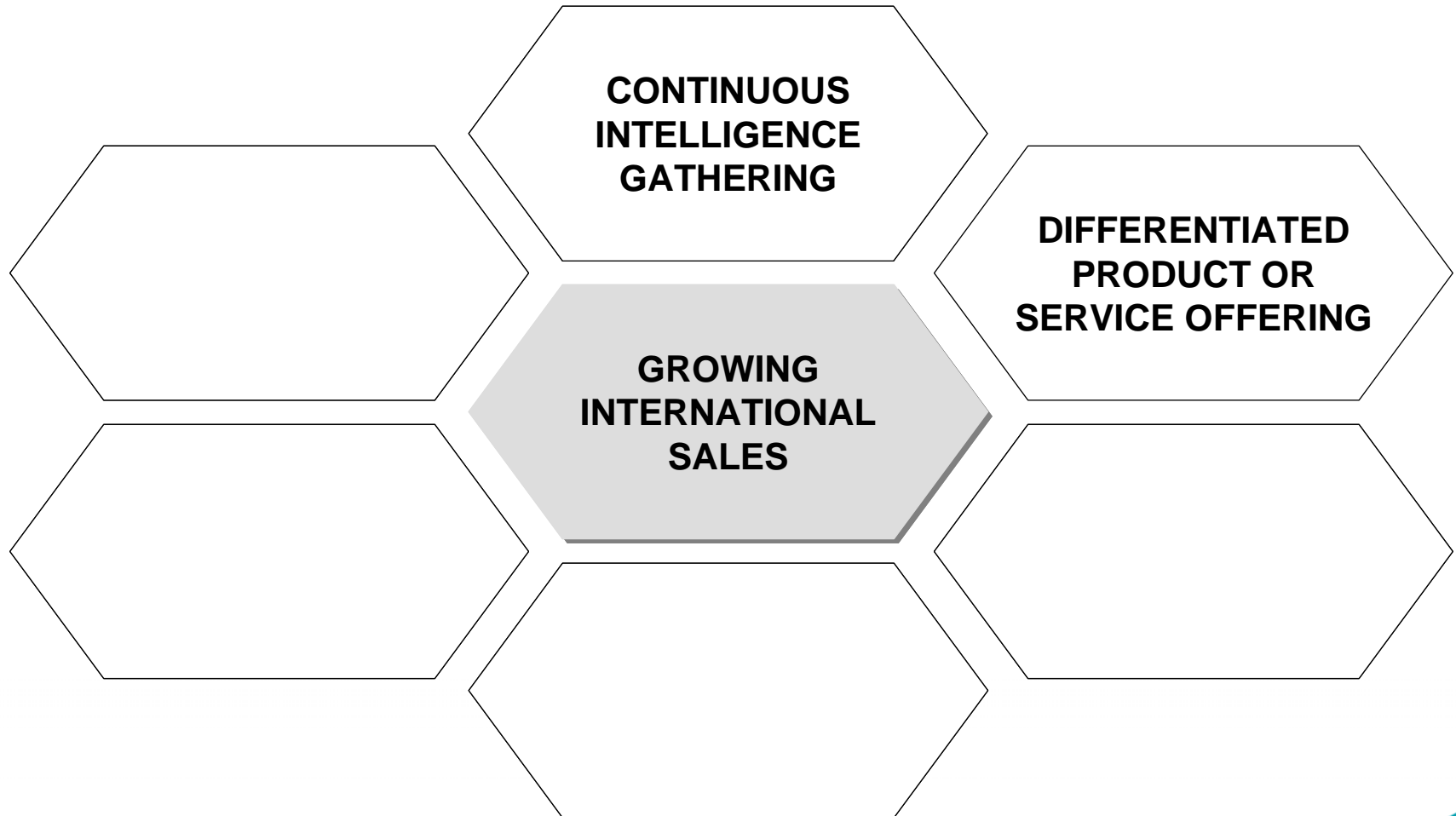
Continuous Intelligence Gathering is....

foundational to successful international selling

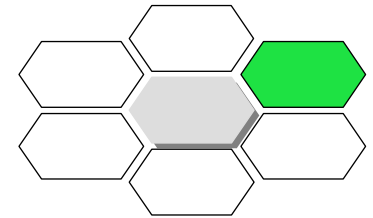


- **Customer Buying Process – Decision Drivers**
- **Influencers – business drivers – regulatory drivers - industry associations – knowledge of the sectoral ecosystem**
- **Competitor Benchmarking**

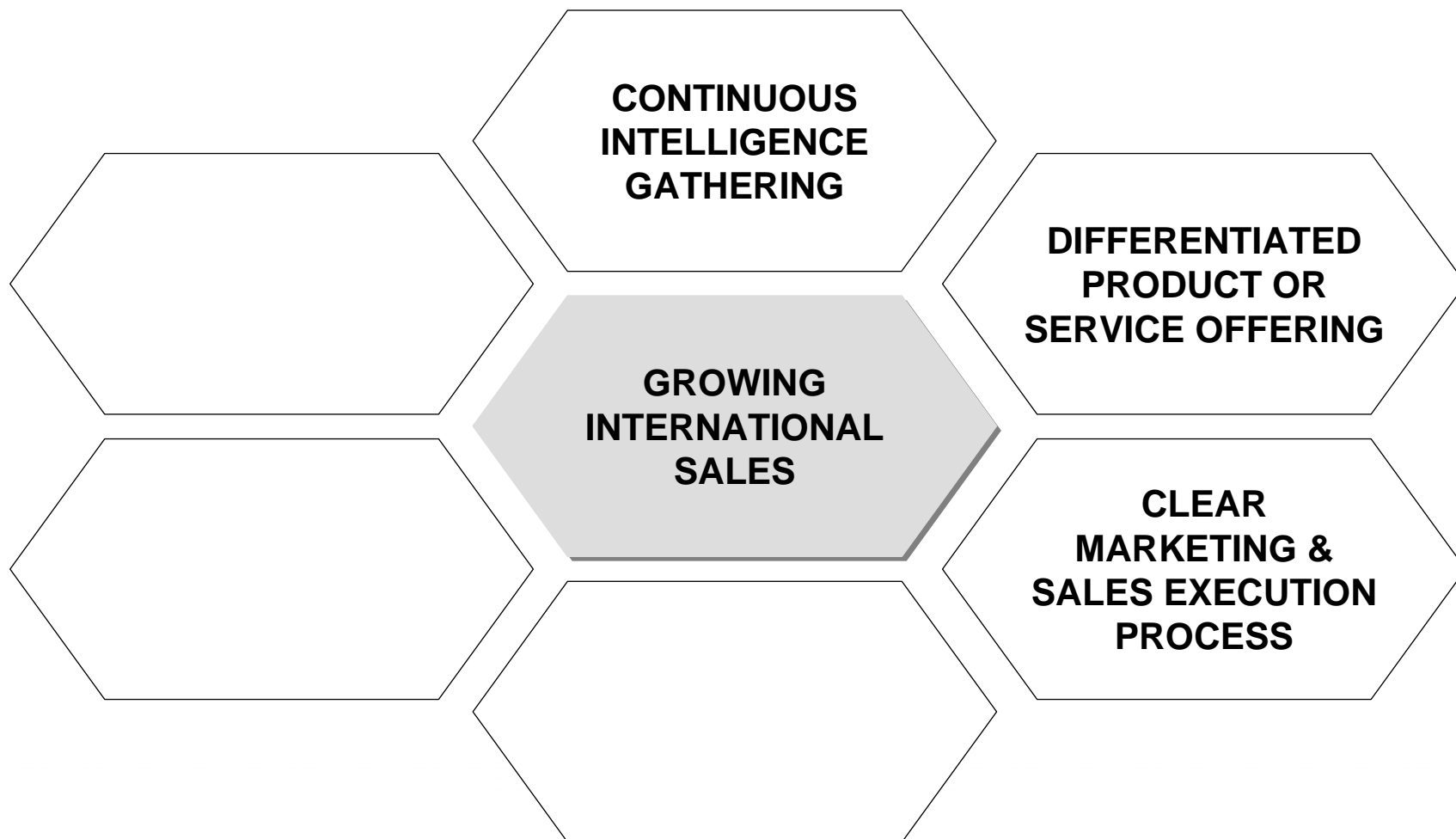




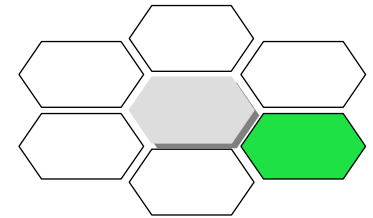
Differentiated Product or Service Offering



- Uniquely differentiated benefits?
 - What is your compelling **customer value proposition**?
- How does it measure up to products or services of your competition?
- How will you differentiate your offer from local suppliers
 - Geographically – Culturally – consider and then negate the obstacles
 - Can you look and feel like an indigenous supplier/ service provider?

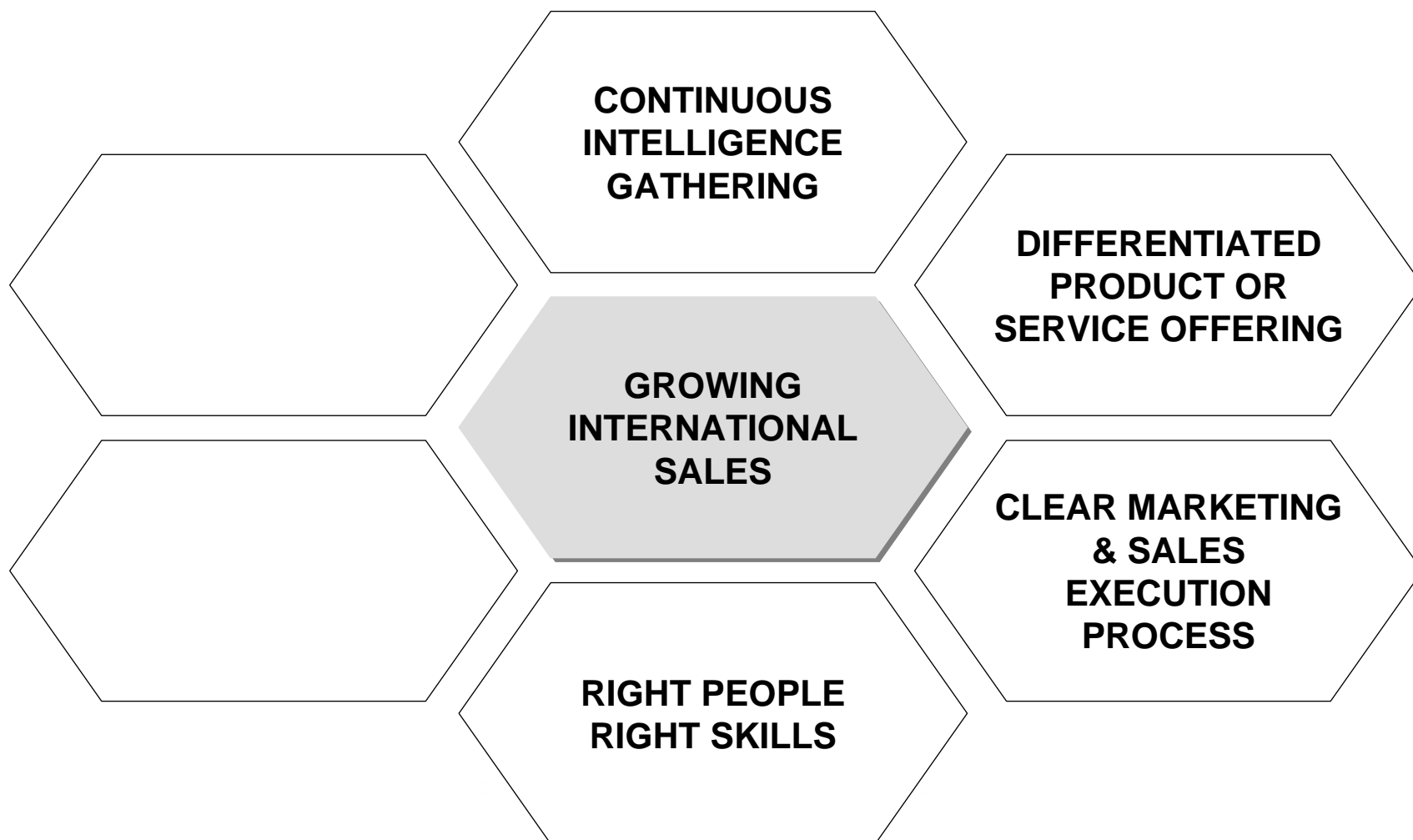


Clear Marketing & Sales Execution Process



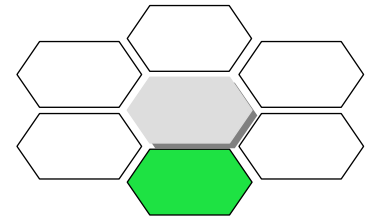
- Customer or Market Segmentation Defined
- Repeatable Sales Process
 - Research/Lead Generation/Prospect Qualification/ Pipeline Building...
- Route to Market – how?
 - Direct or through partners – Distributors/Resellers/Local Agents

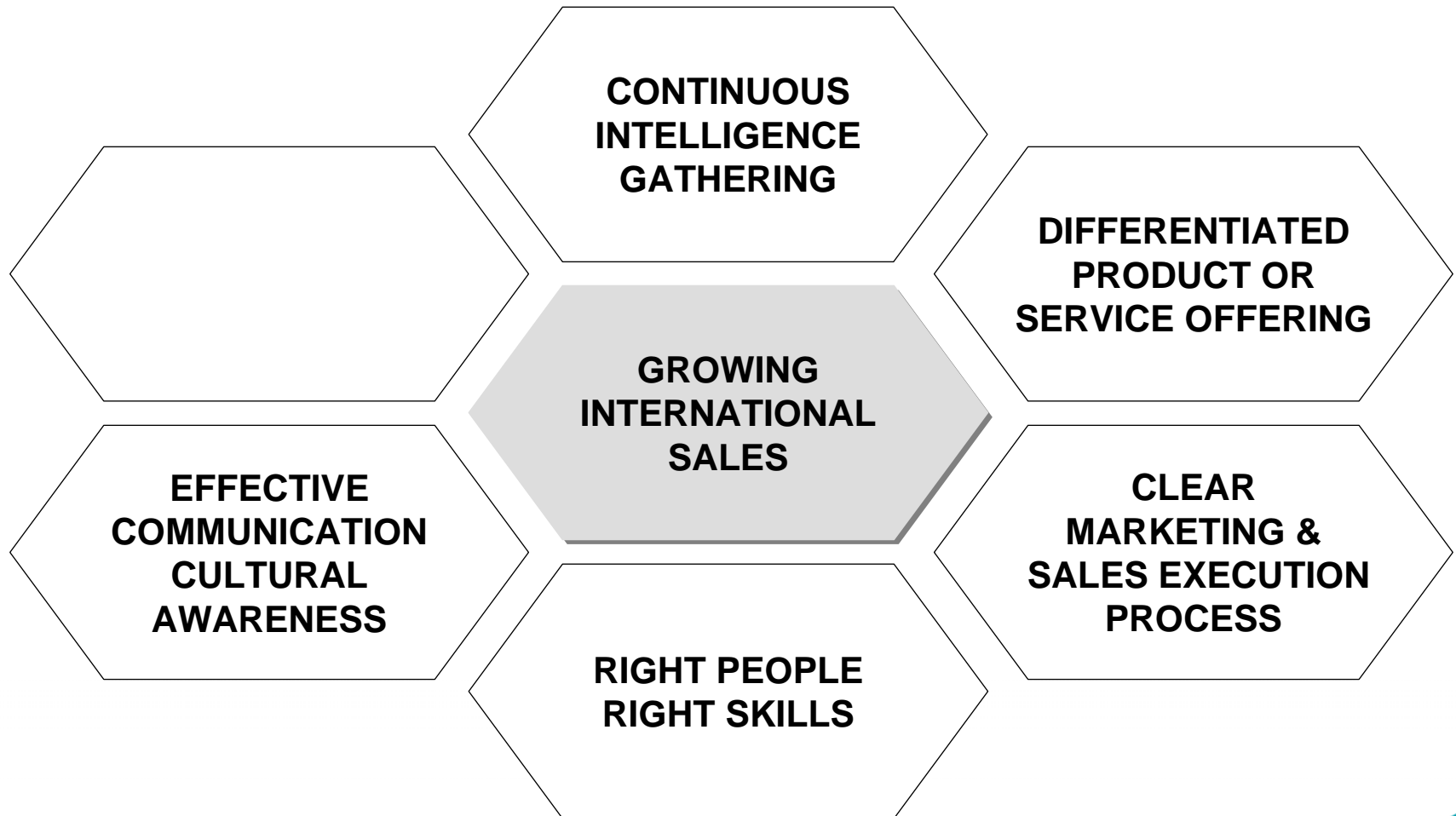
Global Marketing & Sales Plan: milestones, timelines, designated responsibility



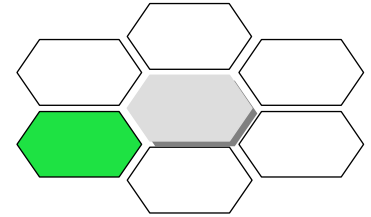
Right People, Right Skills

- Relocate key executive
- Part-Time relocation
- Hire locally
- Work via Partners/ Business Accelerator
- Investigate Graduate options

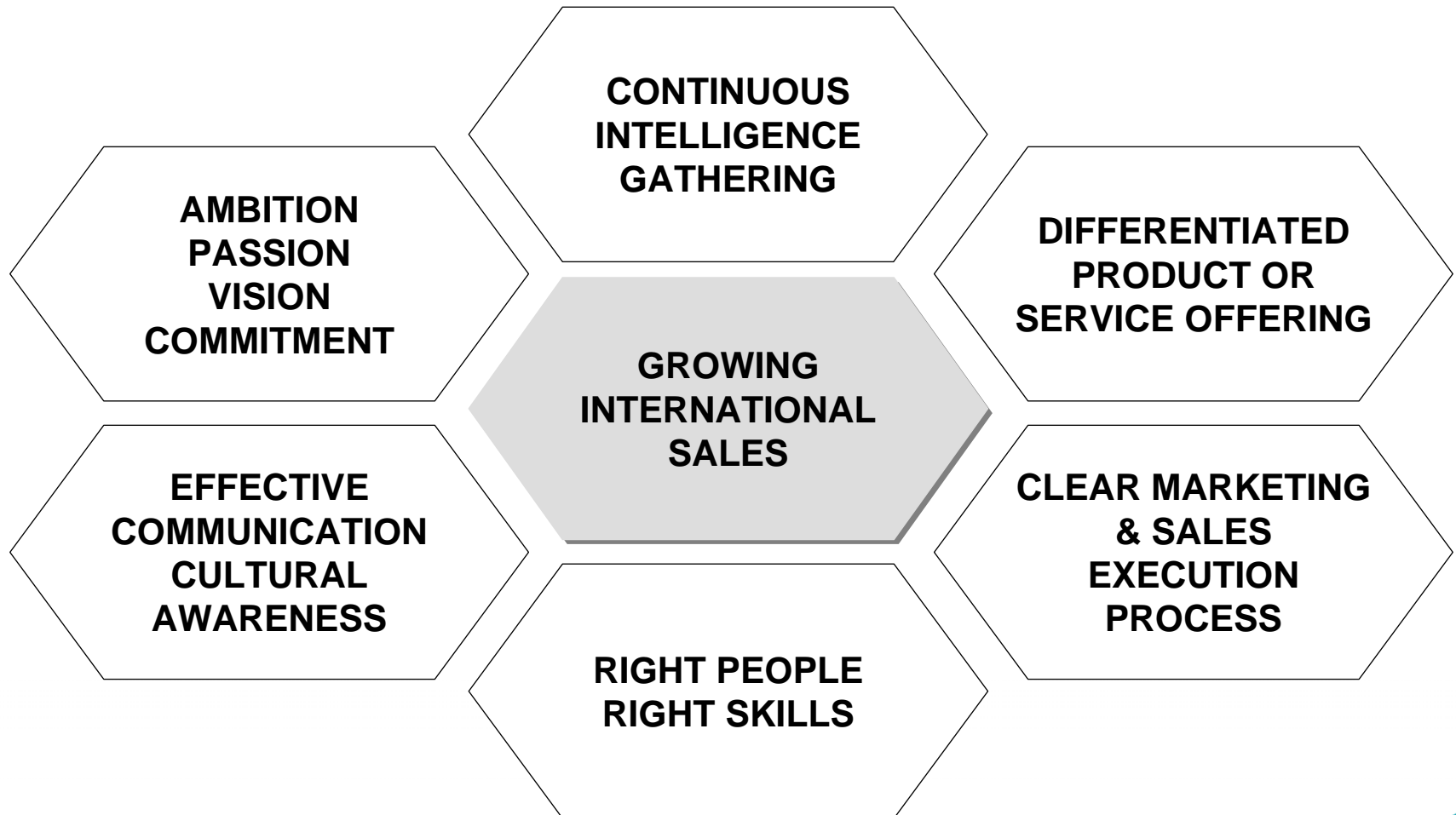


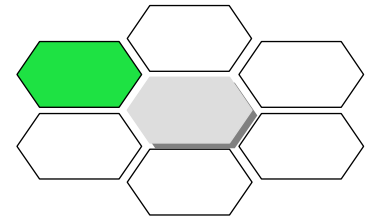


Effective Communication & Cultural Awareness



- The power of speaking the customer's language
 - Myth: The customer can get by in English so its not an issue
 - Reality: Get the language capability and see the impact
- Until then:
 - Learn how to speak Offshore English!
 - Study and observe local business customs and norms (within reason)
 - Exploit your multiple communication channels to the international customer
 - website is your virtual calling card
 - localise it!
 - SEO, blogs, white papers, conferences, trade shows





- Ambition... **clarity on the growth objectives**
- Passion ... **about your product ..or about solving the customers problems?**
- Vision... **creating a shared vision of a brighter future for the whole team**
- Commitment
 -**because you WANT to or because you HAVE to ?**



*Six Drivers of Successful
Internationalisation for SMEs*



**AMBITION
PASSION
VISION
COMMITMENT**

Burnside Autocyl

**CULTURAL
AWARENESS &
EFFECTIVE
COMMUNICATION**

DROMONE
intelligent:innovation

**CONTINUOUS
INTELLIGENCE
GATHERING**

**GROWING
INTERNATIONAL
SALES**

**RIGHT PEOPLE
RIGHT SKILLS**

neurotech.

**DIFFERENTIATED
CUSTOMER VALUE
PROPOSITION**

CREGANNA
TACTX MEDICAL

KidSpotter

**CLEAR
MARKETING &
SALES EXECUTION
PROCESS**

PENET
transactional intelligence

EI Financial Supports for Internationalisation

- **Going Global Fund (closes 14th May, 9th July, 10th Sept, 12th November)**
- **Strategic Consultancy**
- **Graduates 4 International Growth**
- **Business Accelerator**
- **New Geographic Market Research Programme**
- **Trade Fair Participation**
- **International Selling Programme**
- **Excel at Export Selling Workshop Series**
- **Internet Marketing Unit**