



INTERNATIONAL SELLING PROGRAMME BUSINESS ADVISOR SERIES

Your Business Advisor will help you to:

1. Identify accelerators and inhibitors to export sales growth
2. Progress your International Growth Plan
3. Transfer programme learnings into the company

Frequency of Engagement

You will have five engagements with your Business Advisor over the course of the programme.



Three one-to-one engagements
(three hour duration each)



Two facilitated team engagements
(three hour duration each)



The right match for you based on:

Your Market
Your challenges in market
The BA experience

Key Principles

- Creates a confidential forum for discussing objectives and challenges openly
- Links programme learning with the achievement of business outcomes
- Responds flexibly to the needs of the individual and their company