

Frequently Asked Questions



Q. What is the International Selling Programme?

A. The International Selling Programme (ISP) is a nine month practical programme aimed to maximise sales revenue for Irish SMEs. The output is an **International Sales Growth Plan** for your company and on successful completion of the programme, an internationally recognised (Postgraduate or CPD) Diploma in International Selling (Level 7 or Level 9).

Q. What companies typically apply?

A. The programme is designed for companies selling products and / or services in international markets. Sales may be generated via direct sales, third party channel partners or a blended model incorporating both direct and indirect routes to market. Programme content is focused on B2B complex sales engagements, with a typical lead-time to sale of 3 to 6 months (or more). ISP is not ideally suited to companies with a highly transactional sales model (e.g. those focussing on online sales or those utilising an inside sales model that could be described as transactional).

Q. Who should apply?

A. CEO, Director and Senior Managers with the ambition, drive and authority to grow export revenues in their companies through sales excellence.

Q. What is the structure of the programme?

A. The programme includes 2 x eight day 2-day modules over nine months (September to May) and 5 Business Advisor engagements.



Q. What is the Team Implementation series?

A. The purpose of the Team Implementation Series (TIS) is to encourage the cascading of learning at a wider company level. Each participant will nominate 2 senior colleagues to take part in the Team Implementation Series. The first colleague will attend a half day workshop that takes place at module 3. Both colleagues will receive access to a prioritised suite of implementation materials which relate to the ISP module content. Colleagues may also meet the Business Advisor to have a broader team conversation regarding the implementation of programme content in their company if desired.

Q. What workload is involved in the programme?

A. There is a significant time commitment involved in undertaking the programme. Attendance at 2 x eight day in-class modules and 5 engagements with the Business Advisor. There will be applied in-company assignments associated with each module which takes approximately 8 hours to complete and must be submitted before the eve of the next module. There is also an International Growth Plan (IGP) that participants work towards during the programme. The IGP is the main output of the programme and must be submitted at the end of the programme (May) in order to achieve the programme objectives and academic award. Past participants advise that approximately 80 to 120 hours should be allowed to complete this document.

Q. What is the role of the business advisor?

A. Each participant will be supported by a suitably matched Business Advisor (BA). The BA will assist in identifying accelerators and inhibitors to growth in export sales, provide guidance on implementing programme learning back into the company and specifically advise on your International Growth Plan.



Q. What is the scope of the International Growth Plan document?

A. The work completed during modules 1 to 8 of the programme will act as a foundation for the International Growth Plan. It should outline in detail your situation assessment, strategy, objectives and tactics for growing sales in a nominated target market. The market may be new or existing for your company. The market may have a geographic or market vertical focus – whichever is more appropriate for your company. You will be provided with guidelines on the optimum structure in your participant guide.

Q. What is the academic award associated with ISP?

A. Successful completion of the programme results in the award of a Post Graduate Diploma in International Selling (Level 9) or a Diploma in International Selling (CPD) (Level 7). Those holding a Degree level award or higher are eligible for the Postgraduate Diploma and all others are eligible for the Diploma (CPD). A follow-on Masters programme is available for those with the award of Postgraduate Diploma.

Q. What are the assessments for the award based on?

A. Assessment for the academic award is based on continuous assessment of the work-based assignments, the growth plan output and engagement in class. There are no written examinations.

Please note that further FAQ will be provided in the participant handbook once you are offered a place on the programme.