

Export Academy Programme

Focusing on Exporting to Finland

Register

More information about the
programme (in Lithuanian)

Before 1st training day participants will be given a homework (no 1) in which they will think about the motives and goals for the internationalization of their own company and they have to analyze of the current situation of the company.

1ST DAY WEDNESDAY 6TH OCTOBER

Preparation and Planning, Export Development Process, Business Culture 09.00 – 17.00

- Opening words and introduction of the training program (aims, content, timetable etc.)
- Introduction of participants
 - Besides brief company introduction each participants tells motives and goals for internationalization (Review given Homework (Nro 1))
- Export Development Process
 - Why to export market?
 - What is the underlying need and reasons for internationalization?
 - What are the motives for internationalization?
 - How to set goals?
 - The structure of the export plan
 - Structure of export plan (the identification of markets, goals, activities, proposed ways of achieving objectives, required resources and expected results etc.)
 - Key steps and ability to prepare an export development plan for the Finnish market
- Introduction to the Finnish business environment
- New Homework (No 2)

2ND DAY FRIDAY 8TH OCTOBER

Success in the Export business 09.00 – 17.00

- Review given Homework (No 2)
- Competitive advantage and customers
 - What are the capabilities, resources (e.g. tools SWOT best known)
 - Domestic & Potential Export Markets
 - Domestic Customers & Potential Customers in Export Markets

- Export Capabilities & Resources & Knowledge & Economy
- Competitive Advantage -> Competitors; products, services, strategies, operating models
- Product market strategy
 - Product / Service strategy
 - Pricing policy
 - Market strategy (how to select target market)
 - Business Intelligence, ie market knowledge and market analysis
 - risks and characteristics, demand and development; pricing; market channels
 - Customers; customer understanding and potential
 - Sales methods to the Finnish market
- New Homework (No 3)

3RD DAY TUESDAY 12TH OCTOBER

International sales and marketing 09.00 – 17.00

- Review given Homework (No 3)
- Clarifying the company image in export markets
 - Credibility and imagination in export trade
 - Achieving the set goals
 - Sales material from the perspective of the customer field / resellers
 - what information is needed
 - Business examples
- Marketing material must be in good condition for export trade
 - Localized homepages: content and message tip brightening
 - Relevant social media channels
 - Presence
 - Other material, eg brochures
 - Discoverability / optimization in the target market
 - Marketing and sales technologies -> digital sales processes
- Role and importance of exhibitions/fairs/events in market entries
 - how to properly present oneself at an international exhibition, business mission, contact fair, when activities take place by contact and distance;
- New Homework (No 4)

4TH DAY TUESDAY 19TH OCTOBER

Building an export distribution channel for a new market (Finnish market) 09.00 – 17.00

- Review given Homework (No 4)
- How to choose right distribution channel/value chain to target market
- How to find business partner in target market
 - Profiling, criteria, contacting, business proposals, conditions
- How to control and coordinate cooperation with business partner
- How to find potential end-clients and make direct sales to end-clients
- New Homework (No 5)

5TH DAY FRIDAY 5TH NOVEMBER

Refresh and Develop your sales Pitch in English 09.00 – 17.00

- Review given Homework (No 5)
 - Trading in a foreign language in Finland
 - Focus on your potential customer
 - Which products or services?
 - Features, benefits and USPs
 - The power of asking question
 - What to focus on (less is more)
 - Finishing with a hook
 - Handling objections
 - Changing the pitch depending on the audience
 - Speaking in English versus your own language
- The aim of this webinar is to give you the tools to explain what your company has to offer in a nutshell and with confidence.
- New Homework (No 6)

6TH DAY FRIDAY 12TH NOVEMBER

Sales pitch workshop 09.00 – 17.00

- All companies will keep own sales pitches and get evaluation and feedback from professionals and other participants.
 - How to improve own sales pitch
- New Homework (No 7)

7TH DAY THURSDAY 18TH NOVEMBER

Finance, logistic and IPR in export 09.00 – 17.00

- Review given Homework (No 7)
- Finance
 - Payment methods
 - VAT
 - Import and export costs
- Logistic options and optimization
- Intellectual Property Rights
 - IPR protection
- Examples from real life how companies has solved challenges with Finance, logistic and IPR
- New Homework (No 8)

8TH DAY THURSDAY 25TH NOVEMBER

Risk management and agreements in export trading **09.00 – 17.00**

- Review given Homework (No 8)
- Agreements of Export trading
- Risk management, for example
 - Insurance of goods and services in international trade
 - Payment transactions and security of export receivables
 - Export expert's support for company's board working.
- Examples from real life how companies has solved challenges with Risk management in export
- Final tips for Finnish market entry
- New Homework (No 9)

1ST INDIVIDUAL CONSULTATION (1 HOUR) OCTOBER 25-29

2ND INDIVIDUAL CONSULTATION (1 HOUR) DECEMBER 6-8

9TH DAY THURSDAY 9TH DECEMBER

Export Action Plan Presentations **09.00 – 17.00**

- All program participants present their export development plan to program participants, program organizers, consulting experts, invited guests.