



## Two New Exciting Programmes to Help Exporters Build Business

### Supercharging Exports

16th & 17th February 2010

A two day workshop focused on creating value, saving and profits in your international business.

Many businesses want to, or need to, scale up their business performance but are not sure how to achieve this. Many people seem to have a certain aptitude or flair for growing businesses. In reality, it is about balancing risk and initiative and innovation and enterprise, which requires an understanding of three main disciplines:

- Innovation
- Change management
- Implementation

Whilst each discipline is a necessary skill in itself for the growth and development of any business, the Supercharging Exports workshop combines all three elements in a unique way that engenders an approach, attitude and aptitude to growing in export markets to balance risk, initiative, innovation and enterprise whilst focusing on the costs, benefits and fit in the export arena. Whilst we cannot create the next Richard Branson, we can enable companies to know how to move forwards and scale up their export business.

### Supercharging Agents and Distributors

3rd & 18th March 2010

Working with companies to maximise performance and sales through their existing network of agents and distributors.

This consists of two, one day workshops with a two week gap between each one.

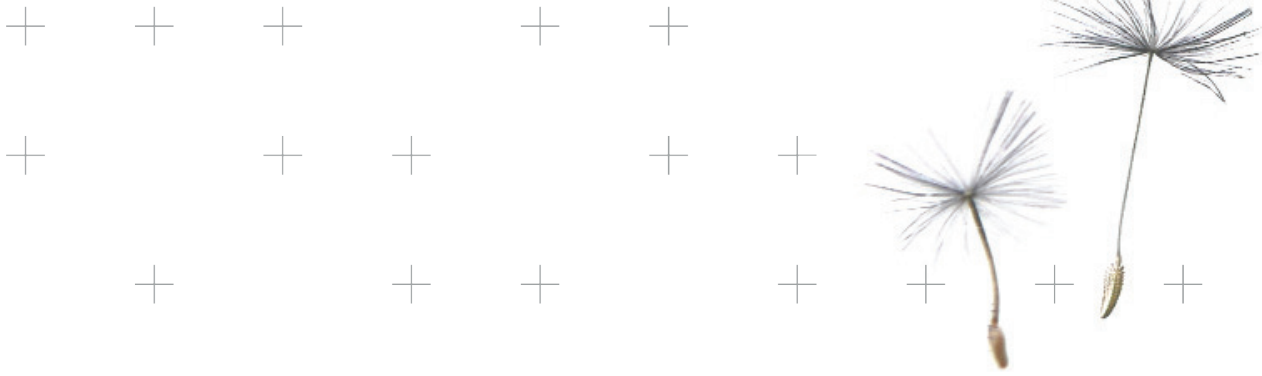
Studies show that over 80% of exporters work with agents and distributors, but very few fully understand how to maximise performance and sales through their existing network.

Researching, appointing and working with new agents and distributors is costly and highly time consuming. By ramping up your performance through your existing agents and distributors, you will operate more effectively, efficiently and profitably.



European Regional  
Development Fund  
Investing in your Future

You will analyse your current relationships with your agents and distributors, discuss methods of motivation and incentives and work with your agents and distributors to undertake on-line 360° reviews. By identifying key areas of improvement within your company you will develop implementation and follow-up plans to maximise your export sales through your partners.



## Who should attend:

Attendees on these workshops will be company owners, managers or decision makers who are empowered to make decisions and develop new business and opportunities to move the company forwards in export. Having some knowledge and experience of exporting, attendees will be looking to scale up their business in the quickest and most profitable way.

## Workshop duration:

All workshops are held at Bailbrook House in Bath, [www.bailbrookhouse.co.uk](http://www.bailbrookhouse.co.uk). Workshops delivered over two consecutive days do not include overnight accommodation but rooms are available to book direct with the venue if required.

The Supercharging Agents and Distributors programme requires attendees to co-ordinate and follow-up on the 360° reviews with their agents and distributors. Depending on the number of reviews, delegates will expect to spend approximately 1½ days, spread over the period between the two workshops, to complete their follow-up.

Companies who are accepted on the programmes commit to attend both days of the workshop and undertake any coursework during the programmes.

## How do I apply?

Complete the booking form and return it to the UK Trade & Investment International Trade Centre. Please note that places on each programme are strictly limited and application does not guarantee acceptance on the programmes.

All applications will be reviewed for suitability and you will be notified as soon as possible if you have been awarded a place on the programme.

## How much does it cost?

The workshop programmes are FREE but applicants are required to enclose a cheque for £100.00 for each attendee on each workshop programme. For example; if you register two people on the Supercharging Exports Workshop programme, we will expect a deposit of £200 in total. Upon completion of both days of the workshop, your deposit will be returned to you.

