

INTERNATIONAL SALES LEADERSHIP PROGRAMME



ABOUT THE PROGRAMME

The goal of Invest NI's International Sales Leadership Programme is to enable and motivate "Sales Leaders" to increase sales in global marketplaces. This is accomplished by creating an international sales strategy, implementing a disciplined approach, and building leadership, negotiation, and sales skills to facilitate success in a global, multicultural setting.

The Programme is accredited by the Institute of Sales Professionals.



Key outputs of the Programme



An International Sales Growth Plan customised for the business.



Development of leadership and management skills to support the sales growth of the business.



Implementation support from Invest NI Client Executives and International Trade Advisors.

The Programme will be delivered through a unique combination of structured and interactive peer learning and networking events, specialist 1-2-1 business mentoring and sales and leadership coaching.



The Programme will provide challenge, support, inspiration and the tools to help you develop in the international business environment. You will benefit from the advice of experts and guest speakers in all elements of the programme to guide you with the development of an international sales growth plan to help cement your place in global markets. Through participation you will also have the opportunity to build valuable connections with other like-minded sales leaders.

You will be supported to consider new business development opportunities, embrace innovation, build your value proposition, explore new markets globally, generate more sales, create a strong organisational culture, build people capability, and become more sustainable for the future.



1-2-1 Sales Mentoring

A pool of experienced entrepreneurs, business owners and sales leaders are available to support you through the programme and help unleash your potential in international markets and sales. The mentor you select will provide expertise and challenge across a range of business functions, supporting you to develop an improved strategic focus and international sales growth plan for your business.



1-2-1 Leadership Coaching

A panel of accredited sales leadership coaches are there to help you develop and enhance the impact of your leadership in order to effectively deliver the international growth ambitions for your company. The coach will work with you to support planning and execution of your international sales growth plan by strengthening your leadership attributes, enhancing your sales skills, unleashing your growth potential, developing your communication skills and cultural awareness as well as developing your team culture and engaging your people to perform.

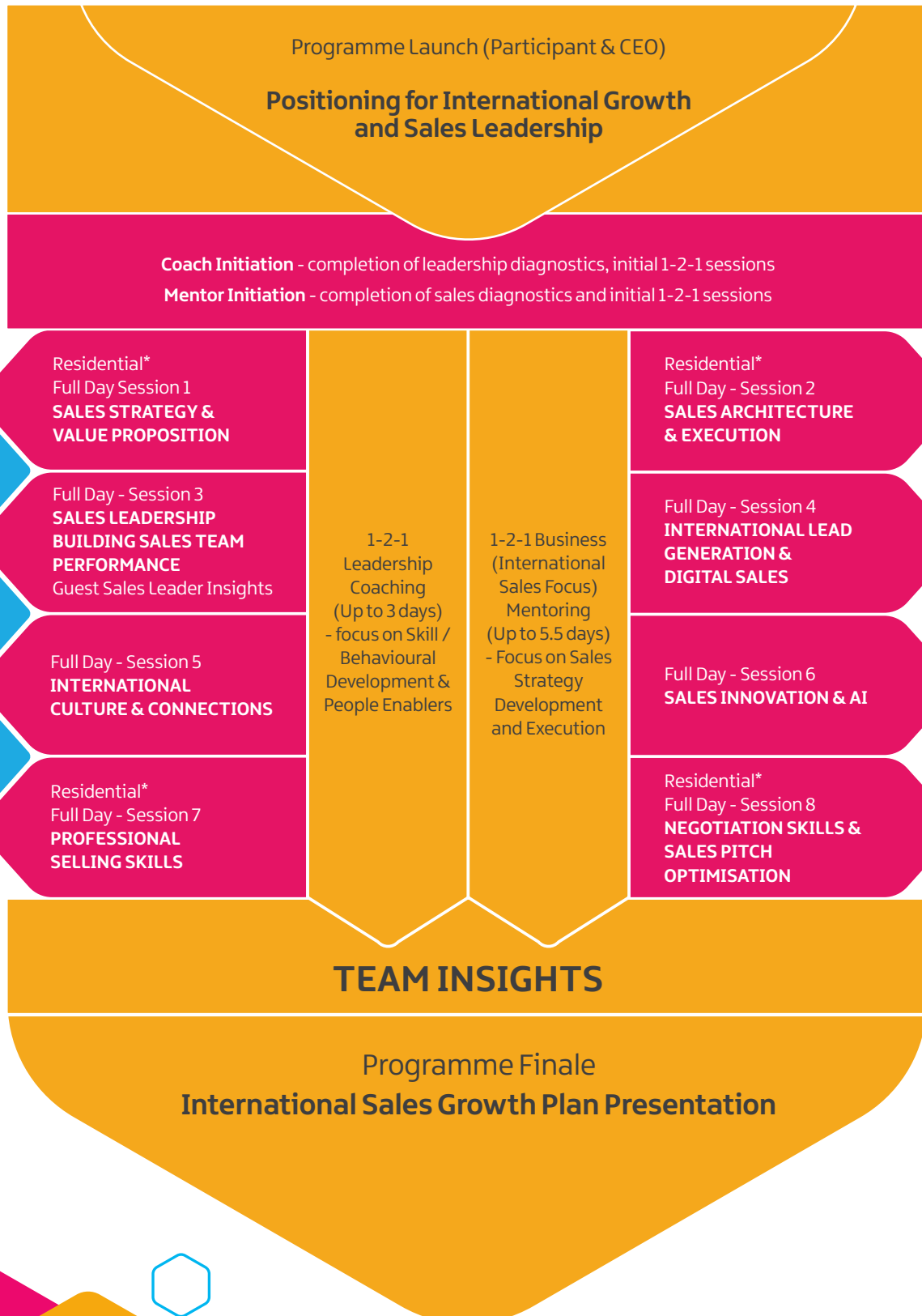
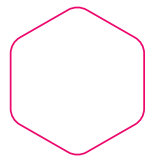


Networking and Peer Learning Sessions

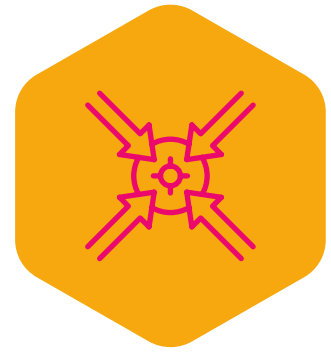
A mix of in-person and virtual networking sessions combined with smaller peer action learning sets, will provide exposure to sales experts and key sales leadership topics, whilst enabling you to share experiences and learnings with like-minded sales leaders. This learning will contribute to both your individual growth as well as that of your company, it also helps you build a supportive network of like-minded business peers. Typical sessions may include; sales growth strategy, leadership dynamics, sales innovation, international culture and connections, and business scaling.



THE PROGRAMME JOURNEY



WHO IS IT FOR?



It is aimed at Sales Leaders of growth companies (Sales or Commercial Directors) who can demonstrate:

- They are in a sales leadership role within an exporting business with the ambition, drive and responsibility to grow international revenues in their company.
- Commitment and time availability.
- Turnover in excess of £5million and further growth potential.



Programme Costs

- Up to 3 days (22.5 hours) leadership coaching with a focus on skill, behavioural development and people enablers with 49% support towards costs.
- Up to 5.5 days (41.25 hours) of business mentoring focused on sales strategy and execution with 49% support towards costs (up to a max of £1,000 ex VAT per day).
- Peer workshops with guest speakers supported at 100% of cost.
- Potential cost to client in region of £3-5K , depending on mentor rate and drawdown of hours.

For information on dates and the application process please contact:

Please note that participation on this programme is subject to a competitive process and places are limited.

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If you require this leaflet in an alternative format (including Braille, audio disk, large print or minority languages to meet the needs of those whose first language is not English) then please contact:

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