

## DIPLOMA IN

# GLOBAL SALES FOR THE FOOD AND DRINK SECTOR

A certified 12-day programme that gives learners the knowledge and practical skills to grow sales of food and drink products in International Markets.

**Certification:** Level 8 Postgraduate Diploma in International Selling.

**Aimed at:** Commercial teams and experienced sales professionals with responsibility for growing sales in International Markets

**Trainer:** **Technological University Dublin**, formerly DIT, College of Business have significant experience in International Selling delivering programmes for Enterprise Ireland, Ibec, Bord Bia as well as a wide range of companies across the Food and Drink sector.

### Programme Objectives

At the end of the programme participants will know how to:

- develop an understanding of market opportunities and the resources required to enter new markets.
- effectively communicate the levels of value that can be offered to consumers.
- create a channel management strategy including the selection of the most relevant route to market.
- develop and implement a key account management plan with a deeper understanding of buyer KPIs and how they are managed.
- create an effective framework for lead generation, focusing on benchmarking, developing content and tactical actions.
- get into the ‘mind of the buyer’ and gain the practical strategies and techniques required to develop, implement, monitor and appraise sales performance in an international context.
- use appropriate tools for presentation, sales pitch and negotiation skills to effectively communicate the value of your offering to buyers.

### Programme Overview

The programme will be delivered over 6 x 2 day modules to cover the key pillars required to achieve growth in global sales.

<p><b>Module 1:</b></p> <p><b>Preparing for Growth.</b></p>	<p><b>High Level Description:</b></p> <p>The first 1.5 days of this module provides participants with a toolkit for analysing sales capability and current readiness for entering new markets. In preparation for this module participants will complete a pre-programme audit, which will encourage them to reflect on the current situation.</p> <p>The workshop on the afternoon of day two introduces participants to a framework for the growth plan - further guidance and feedback is provided throughout the programme.</p>
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<p><b><u>Module 2:</u></b></p> <p><b>Customer value proposition and selling across cultures.</b></p>	<p><b><u>High Level Description:</u></b></p> <p>This module focuses on how organisations effectively communicate the value of their offering in order to 'beat the competition' and explores the added complexities of selling across cultures. Participants should have completed a competitor analysis in advance.</p> <p>The module also includes a guest speaker from the food and drink sector to discuss their experience selling across cultures.</p>
<p><b><u>Module 3:</u></b></p> <p><b>Identifying the right markets.</b></p>	<p>Having reflected on sales enablement and value proposition, during this module participants will learn how to gather market intelligence, conduct an in-depth market profile and make well-informed decisions about new and existing markets.</p> <p>Guest speaker will present experience profiling 3 different key markets for the Food and Drink sector.</p>
<p><b><u>Module 4:</u></b></p> <p><b>Selecting and managing channel partners &amp; key accounts.</b></p>	<p>The first half of this module examines the channel options available to organisations when entering new markets and focuses on strategic partnership management.</p> <p>The second day links back to sales process and provides a framework for lead generation, focusing on benchmarking, developing content, planning and tactical actions.</p>
<p><b><u>Module 5:</u></b></p> <p><b>Reaching the buyer.</b></p>	<p>Day 1 of this module enables participants to 'get into the mind of the buyer', furthering their understanding of the buying process and the key decision criteria for buyers.</p> <p>Day 2 equips participants with a set of tools to effectively communicate the value of their offering - allowing for an opportunity to practice communicating their CVP within a live pitch simulation.</p>
<p><b><u>Module 6:</u></b></p> <p><b>Progressing and closing the deal.</b></p>	<p>With a greater insight into how to communicate effectively with buyers, this module focuses on how participants can negotiate effectively, both in new and existing relationships.</p> <p>The second day provides a framework for selecting, managing and optimising key accounts. A guest speaker will discuss best practices in implementing a KAM approach and how to effectively leverage a growth plan.</p>

### Programme Assessment

Continuous assessment will be the basis around which participants learning will be assessed including:

- Case study analysis
- Learning journal
- Capstone project

The Capstone Project will be developed from the start of the programme and will allow learners to link the classroom learning back to their day-to-day role within their business. Ultimately, this will lead to a well thought through proposal for how they grow global sales for their business.

### Price

#### Non-member price

€5,500

#### Food Drink Ireland Skillnet Members

€2,750

### More information

For more information, please contact Mark Skinner, on (01) 6051615 or [mark.skinner@ibec.ie](mailto:mark.skinner@ibec.ie)