

# DIPLOMA IN INTERNATIONAL SELLING SKILLS FOR THE FOOD AND DRINK SECTOR



A certified 12-day programme in International Selling, tailored to the needs of Irish Food and Drink businesses.

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

**Aimed at:** Senior commercial teams and sales professionals

**Trainer:** DIT, College of Business have significant experience in International Selling offering programmes for Enterprise Ireland, Ibec, Bord and have strong experience in 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 presentation, sales pitch and negotiation skills to effectively communicate the value of your offering to buyers.

## Programme Content

**Module 1:** Preparing for Growth.

**Module 2:** Customer value proposition and selling across cultures.

**Module 3:** Identifying the right markets.

**Module 4:** Selecting and managing channel partners and key accounts.

**Module 5:** Reaching the buyer.

**Module 6:** Progressing and closing the deal.

## Programme Assessment

Module specific projects and presentations along with a Capstone Project which takes the format of a 5,000-word assignment to demonstrate the learning from each module and how the impact their specific business.

**Food Drink Ireland Skillnet Price** - €2,750

**Non-member price** - €5,500