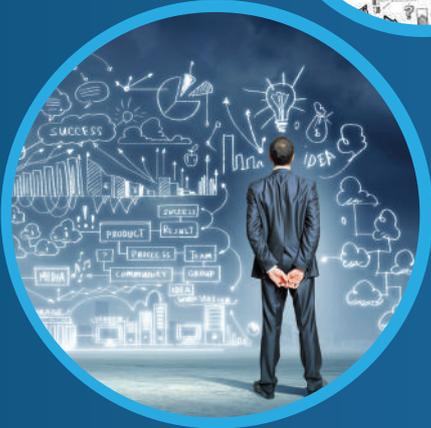




CATALYST

First Time & Early
Exporters Programme



Development Programme for First Time & Early Exporters

Background

At Optimum Results, we believe that small and medium businesses should have access to practical and affordable world class training programmes. That's why we've developed our CATALYST First Time & Early Exporters programme.

The Programme

The aim of CATALYST is to provide participating SME Managers with the necessary skills and knowledge to allow them to develop effective Export Focused Growth & Development Plans for their business in addition to developing Personal Development Plan for themselves as managers.

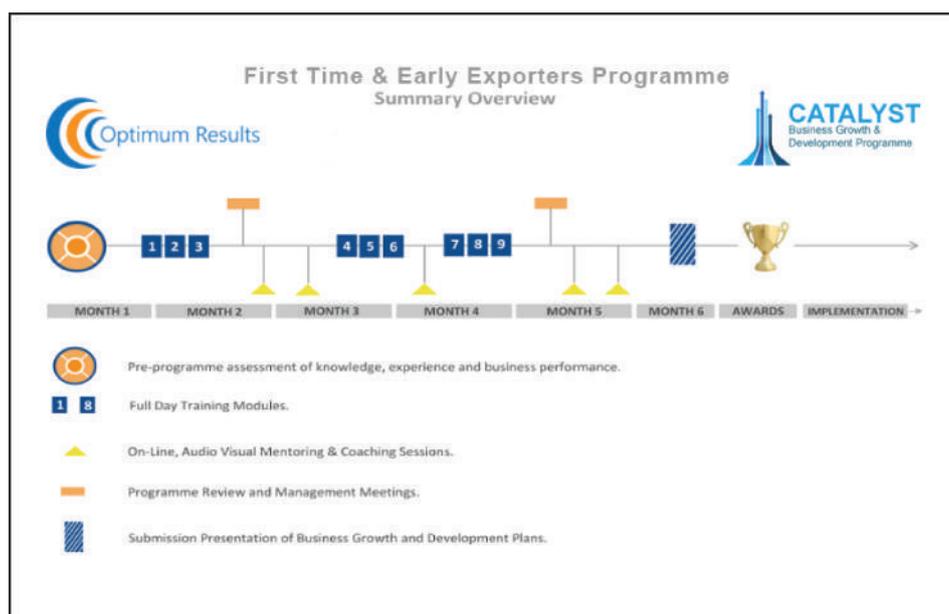
Who should attend?

The Programme is designed for SME Managers. Within organisations who are at the early stage of exporting or who are preparing to begin exporting.

Structure

The training programme will be delivered over a period of 6 months. The first part of the programme has the participants complete an 'Organisation Assessment & Profiling' exercise. This exercise looks at current levels of skills, knowledge and experience together with an assessment of the business, its products / services and current markets & customers. This phase is facilitated by the first of five 'On-Line Audio Visual Mentoring' sessions.

The next phase sees the delivery of Nine Full Day Skills Development Workshops in three blocks, followed by approximately six weeks for the finalisation of Business Growth and Development plans with an export focus. During Months 2 to 6 participants will also receive Four On-Line Audio Visual Mentoring sessions prior to the Presentation or Submission of the Organisation's Export Plan.



Modules

Good Foundations

- Introductions / getting to know you
- Programme structure & objectives
- Overview of the management of SME's
- Typical case histories
- Becoming a customer-focused organisation
- Are you ready for exporting

Strategies & Planning

- Strategic planning for export-focused SME's
- Key Performance Indicators
- Building business plans to optimise results
- Management & leadership

Financial Management

- The key elements of managing finances
- Financial information & systems
- Pricing, margins & profitability
- Hidden costs: insurance, tariffs, distribution & commissions
- Managing time, costs & cash flow
- Getting paid & elements of contracts

Marketing, e-Marketing & Export Marketing

- The principles of marketing for SME's
- Barriers & challenges to exporting
- Understanding cultures, behaviours & practices
- E-Marketing strategies for international business
- Web optimisation, analysis & management
- Doing business & getting paid online

Market & Customer Research

- Researching & selecting markets
- Researching & selecting customers
- International market research & sources of information
- Sourcing goods & services in a global market

Protecting Intellectual Property & Overseas Visits / Trade Shows & Exhibitions

- Protecting your intellectual property (IP)
- Planning your overseas visit
- Optimising the value of trade missions & exporting services
- Getting the best from trade shows

Selling & Presentation Skills

- Selling skills & closing the sale
- Making professional sales presentations
- Customer care, relationship building, management & records
- Follow-ups & managing the relationship

Managing Agents & Wholesalers & Logistics & Licences

- Finding & appointing agents / representatives / wholesalers
- Training, developing & managing agents
- Understanding the elements of logistics & distribution / licences / permits / documentation / legislation & compliance

Bringing It All Together & Keeping It Going

- Sustainability of the business model
- Cultivating innovation, creativity & thinking
- Managing self & personal development
- Review of 'The Plan' & managing its implementation
- Final review

Delivery Team

The Programme Director is **Frank McGlone** BSc, who is a Senior Associate Trainer with Optimum Results and has been a Management Consultant and Trainer for over 20 years. Over the years, he has developed and delivered management team development programmes for a wide range of organisations in the private, public and voluntary sectors.

Frank is a graduate in Business Studies and holds a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing. In addition, Frank McGlone has completed the Institute of Leadership and Management Level 3 in Coaching.

Frank has worked with Boards of Directors, Senior Management Teams and future managers. He is skilled in delivering relevant support to managers and supporting them to implement learning in their day to day work environment.

Aidan Harte MSc, FMII, FCIM, FIMCA, FInstLM is the Lead Skills Development Trainer for CATALYST. Aidan is the owner and Managing Director of Optimum Results Ltd and Customer Perceptions Ltd. And has 35 years of wide ranging Management and Business Development experience. Prior to commencing his own businesses in 1995, he spent 8 years as Managing Director of a substantial exporting manufacturer and in his earlier career he held sales & marketing management positions across sectors such as telecoms, soft drinks, pharmaceutical, motor trade and hospitality.

Since 2012, Aidan has been an invited contributor to the EU's European Training Foundation's forum, developing 'Best Practice Guidelines in Training' due for publication later this year. Aidan holds a Master's Degree in Executive Leadership from the University of Ulster and Boston College (USA), has two 'Business Counselling' qualifications from Durham University (UK) and is a formally Qualified Trainer (National University of Ireland).

He is a Graduate and Fellow of both the Marketing Institute and The Chartered Institute of Marketing and he is also a Fellow of The Institute of Management Consultants & Business Advisers, a Fellow of The Institute of Leadership & Management and is prominent in a number of other business organisations in Ireland and overseas.

Delivery Team

Dee Murphy MBS, BSc (Hons), MIA H.Dip is the Lead Personal Development Trainer for CATALYST. Dee is an Organisational and Career Strategist - helping people discover what excites them, developing their brand and giving them the tools to build a life around what they enjoy doing in a unique and valuable way.

Dee holds an MBS in Management & Organisational Consultancy from the Michael Smurfit Graduate Business School, UCD, a BSc (Hons) in Psychology with Psychoanalysis (PSI Accredited) and an MIA in Public Relations and Communications.

She has extensive experience in training and development across a range of corporate and educational settings from working with people in top-tier Management, MBA and at under-graduate level to those from challenging backgrounds and disadvantaged communities.

With published and awarded research on and gender biased teaching practices and their effects as we move into adulthood, Dee is a champion of 'women in the boardroom', aiming to help debunk stereotypical discriminations.

Optimum Results

Optimum Results is one of Ireland's leading training and consultancy practices. To date, we have worked with over 9,000 sector clients across 11 Countries and are very experienced and successful specialists in the field of first time & early exporters training.

Recent years has seen Optimum Results develop an advanced 'On-Line Learning & LMS' Services Division (Skillsboost.com), thus providing remarkable cost, time & results effective benefits for many clients at home and overseas.

Our sister company also established in 1995, Customer Perceptions is a leading provider of Consumer Research Services in Ireland & UK and recently produced its 350,000th Mystery Shopping Report.

Best Practice

The Optimum Results 'First Time & Early Exporters' (Catalyst) programme, has been recently peer reviewed by the EU's European Training Foundation (ETF) and deemed to be in the top category of best practices in training and thus awarded "International Best Practice Programme" status.



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