

€ TRAINING

International Business Development Skills



2 - 6 December 2024
Madrid (Spain)



International Business Development Skills

REF: M1159 DATE: 2 - 6 December 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program equips participants with the skills needed to excel in international markets, encompassing market analysis, sales strategies, and cross-cultural communications. It offers deep insights into global market dynamics, providing tools for effective competitor analysis, market entry, and risk management.

Program Objectives:

By the end of this program, participants will be able to:

- Analyze global market trends to identify and capitalize on opportunities for market expansion.
- Develop and implement sales strategies specifically tailored to international markets.
- Communicate and collaborate effectively across diverse cultural contexts.
- Navigate international business laws and regulations to ensure full compliance.
- Establish and manage strategic partnerships and alliances to drive global business growth.
- Apply acquired skills to expand market presence and boost revenue in global markets.

Target Audience:

- International Business Managers.
- Business Development Executives.
- Sales and Marketing Managers.
- Export Managers.
- Strategic Partnership Managers.
- Entrepreneurs and Business Owners.

Program Outline:

Unit 1:

Market Analysis:

- Understanding global market trends and dynamics.
- Conducting market research and competitor analysis.
- Identifying potential target markets and customer segments.
- Evaluating and selecting optimal market entry strategies.
- Assessing regulatory and cultural factors influencing international markets.
- Evaluating market risks and mitigating strategies.

Unit 2:

Sales Strategies:

- Developing effective sales strategies for international markets.
- Building and managing international sales channels and partnerships.
- Creating tailored sales pitches and presentations for diverse audiences.
- Negotiating and closing international sales deals.
- Implementing sales forecasting and tracking mechanisms.
- Equipping international sales teams with tailored training and support.

Unit 3:

Cross-Cultural Communication:

- Understanding cultural differences and their impact on business communication.
- Enhancing cross-cultural communication skills to engage effectively with international clients and partners.
- Adapting communication styles and approaches to different cultural contexts.
- Overcoming language barriers and fostering mutual understanding.
- Building trust and rapport in multicultural business environments.
- Resolving conflicts and misunderstandings arising from cultural differences.

Unit 4:

International Business Law and Compliance:

- Understanding international business laws and regulations.

- Ensuring compliance with trade regulations, import/export laws, and tax requirements.
- Drafting and negotiating international business contracts and agreements.
- Managing legal risks and liabilities associated with international business transactions.
- Safeguarding intellectual property rights in global markets.
- Implementing ethical business practices and corporate social responsibility initiatives.

Unit 5:

Strategic Partnerships and Alliances:

- Identifying potential strategic partners and alliances in international markets.
- Assessing compatibility and synergy between potential partners.
- Negotiating, formalizing, and executing strategic partnership agreements.
- Leveraging partnerships for market expansion, product innovation, and competitive advantage.
- Managing and nurturing strategic alliances to ensure mutual benefit and success.
- Resolving conflicts and challenges that may arise in strategic partnerships.