

EXPORT CLINIC

TRAINING TITLE : COMMUNICATING WITH FOREIGN INTERNATIONAL BUSINESSES –
TEMPLATES AND SAMPLE OF EFFECTIVE COMMUNICATION
DATE : 08 & 09 NOVEMBER 2018 (THURS & FRI)
VENUE : MEA TRAINING CENTRE, PUCHONG

OBJECTIVES

- To learn how to create the good communication skills when dealing with foreign businesses
- To learn the tips on engaging potential buyers and keeping their interest
- To learn how to develop the buyers database and maintain good communication with them

LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed in communicating with Foreign International Businesses.

TARGET PARTICIPANT

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, CEOs, and anyone interested in Export Business.

METHODOLOGY

Lectures, briefings, case studies, group discussions, group projects

COURSE OUTLINE

- Strategies on creating a strong impression at the first foreign customer contact
- Handling trade enquiries effectively
- Templates on humanizing your emails and marketing communication
- Tips on engaging potential buyers and keeping their interest
- Build trust and credibility in your communication and actions
- Critical Handling of follow-up
- Tips for sale worthy sales collaterals, advertisements and advertorials
- Evaluation of export activities
- Development of buyers database
- Best strategies at the first face to face contact with buyers
- Discussion on What is Inside a Buyers Mind, based on market research
- Exploring case studies
- Reflect on your experience, discussion and application of lessons learnt

PARTICIPATION FEES

Fee: RM1, 200 per pax

SBL claimable (Inclusive of lunch, tea breaks, notes)

TRAINER'S PROFILE

TENGGU ASHARINA TENGGU AHMAD

Qualification:

- Bachelor of Business Administration, Cum Laude (with honors), Ohio University, Athens, USA

Experience:

- Director, Strategic Planning and Research, MATRADE; Posted as Malaysian Trade Commissioner to Germany, USA and Australia.
- Investment Promotion Officer, MIDA
- Public Relations Executive, Ghazalie, Rafeah, Ali & Associates
- Marketing Executive, Budget-Rent-A-Car, MBf Group
- Bank Executive, Arab Malaysian Merchant Bank