

Marketing Workshop - Techniques to Help You More Effectively Enter, Market and Sell Products and Services in the U.S.

Workshop Objective

To give the participants an understanding, through the presentation of proven techniques and real-world examples, of how to enter and be successful in the American markets.

Who Should Attend the Workshop?

- Company decision-makers who believe their products or services are ready to be marketed in a large and competitive environment (which America is).
- Companies presently exporting to America who are interested in setting up an American sales and service office or manufacturing facility.
- Academics and service companies who advise companies wanting to enter the American markets.
- Economic developers who provide financial and other support to companies who want to become more international, including in the American markets.

Benefits to Participants

- Interactive format enables participants to *understand* the concepts and techniques and to be able to apply them to their personal style and company needs
- Subject matter provides various levels of entrepreneurial methods that can be used to increase the effectiveness of selling and marketing products and services;
- Participants gain the needed confidence to comfortably and consistently use at least some of the techniques;

- Much of the content is designed specifically for European SMEs who are unfamiliar with American business customs and personal habits;
- Learn about the top 10 tips on understanding and employing American business culture to your needs;
- Enhances communications skills, both internal and external; and,
- Participants are shown several methods to become more organized and focused on both short- and longer-term tasks.

The Workshop Will Include:

- How to Find Partners (agents, distributors, joint venture partners, venture capital providers)
- It's a Big Country - Which Regions to Attack
- Market Entry Strategies and How to Successfully Complete Them
- Communication Styles - a Different "English"
- Building Trust - Establishing Individual and Company Identities, Ways to Develop Long-Term Relationships
- Networking: With Whom? How Much Time? The "Must List"
- Selling vs. Marketing – There Is a Difference
- Doing business in the Upstate region of South Carolina – services offered without charge