



## *Understanding Your Export Potential*

**Course length: 2 days**

*With the right kind of support, businesses of any size can grow by selling to markets around the world.*

*This accredited short course will guide delegates through a six step process on what to consider when trading internationally.*

### *How can it help?*

- Boost sales by considering new customers, products and markets
- Stimulate innovation by adapting products and services for new markets
- Support diversification by reducing dependency on UK market
- Increase market size by introduction to larger global markets
- Anticipate market changes at home and abroad
- Lengthen product life cycles by switching to alternative market

## *Programme outline*

The export readiness masterclass can help organisations prepare for international business by showcasing the opportunities and barriers to market entry.

The programme will cover:

- Why exporting is important
- What is your export potential and the skills and resources needed to succeed
- How are export operations carried out
- How to select a foreign market
- How to choose the best business model
- How to develop a sustainable strategy

To fully prepare businesses for their journey into international trade, they will receive on-going access to expert advice, case studies and examples of best practice. On completion of this masterclass companies will have produced the basis of a bespoke export plan.

## *Who should attend?*

This masterclass will benefit businesses that wish to export but lack the knowledge or experience. It will also assist organisations unsure if their products or services are suitable to trade internationally.

In addition the programme will benefit business owners anxious that exporting will be too costly, as well as those who have exported initially but do not have a strategic export plan in place. It will also be useful to businesses that have initiated export but need to step back and consider strategic options.

### *Training at RTC*

*People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.*

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***For more information on this two day course activity that can be carried out within your organisation please contact:***

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