

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Week 2 – Day 3: Sales & Marketing

Date: Wednesday October 13th, 2021

Welcome to Week 2 – Sales & Marketing		
9:00am	Discussion	Recap on week 1 – Challenges and lessons learned Lead Facilitator – Dave Archer
9:10am	Presentation	Buying Motivators Lead Facilitator – Dave Archer
9:25am	Presentation	Selling Services vs Products Lead Facilitator – Dave Archer
9:40am	Q&A	Dave Archer to answer questions related to presentations
9:45am	Presentation	Selling into a Global Marketplace Botree Inc. - Teena Sauve
9:55am	Presentation	The Art of Negotiation Botree Inc. - Teena Sauve
10:15am	Q&A	Botree will answer questions related to their presentations
10:20am	Break	
	Poll	Transition back from break
10:30am	Sales Roleplay	Sales Roleplay Lead Facilitator – Dave Archer
11:50am	Break	
12:00am	Presentation	Marketing Localization, Brand Awareness Building WeUsThem - Ashwin Kutty
12:15pm	Presentation	Digital Marketing WeUsThem - Ashwin Kutty
12:30pm	Q&A	WeUsThem will answer questions related to their presentation
12:40pm	Survey	Daily survey to complete
12:45pm	Presentation	Export Plan Focus: Sales and Marketing TAP Manager – Jessica McCall NSBI
12:55pm	Wrap-up	Topics for Next Week
1:00pm	End of Day 3	

Week 2 - Export Plan Focus: Sales & Marketing

Building the sales and marketing strategy of your export plan. Transform your plan into a vibrant, branded and complete document that will open new opportunities, new financing and open doors to new international markets.

NATIONAL PARTNERS



PROGRAM CREATORS

