

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Day 3: Sales & KPIs

Date: Tuesday January 23, 2024

Welcome to Day 3 – Sales & Marketing		
9:00 am	Discussion	Recap on week 1 – Challenges and lessons learned Lead Facilitator – Dave Archer
9:10 am	Presentation	Buying Motivators Lead Facilitator – Dave Archer
9:25 am	Presentation	Selling Services vs Products Lead Facilitator – Dave Archer
9:40 am	Q&A	Dave Archer to answer questions related to presentations
9:45 am	Presentation	Selling into a Global Marketplace Botree Inc. - Teena Sauve
9:55 am	Presentation	The Art of Negotiation Botree Inc. - Teena Sauve
10:10 am	Presentation	How to design and implement an effective Action Plan BoTree Inc. – Teena Sauve
10:25 am	Presentation	KPIs and control mechanisms BoTree Inc. – Teena Sauve
10:40 am	Q&A	Teena Sauve to answer questions related to presentation
10:50 am	Break	
	Poll	Transition back from break
11:00 am	Sales Roleplay	Sales Roleplay Lead Facilitator – Dave Archer
12:30 pm	Break	
12:40 pm	Survey	Daily survey to complete
12:45 pm	Presentation	Export Plan Focus: Sales, KPIs, Action Plans TAP Manager – Jessica McCall Invest NS
12:55 pm	Wrap-up	Topics for Next Week
1:00pm	End of Day 3	

Week 2 - Export Plan Focus: Sales, KPIs, Action Plans

Building the sales strategy and KPIs of your export plan.

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