

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Week 5 – Day 7: Sales & The Huddle

Date: Wednesday November 3, 2021

Week 5 – Sales & Marketing Continued		
9:00 am	Welcome	Recap of yesterday
9:05 am	Presentation	Approaching New Potential Prospects Lead Facilitator – Dave Archer
9:20 am	Presentation	Managing International Distribution Channels Lead Facilitator – Dave Archer
9:40 am	Q&A	Dave to answer questions related to presentations
9:50 am	Break	
	Poll	Transition back from break
10:00 am	Presentation	How to design and implement an effective Action Plan BoTree Inc. – Teena Sauve
10:15 am	Presentation	KPIs and control mechanisms BoTree Inc. – Teena Sauve
10:20 am	Q & A	Teena Sauve to answer questions related to presentation
10:30 am	Break	
	Poll	Transition back from break
10:40 am	The Huddle	“What Keeps You Up at Night” Session Lead Facilitator – Dave Archer Open the floor for companies to discuss challenges, pain points or outstanding issues they are facing with growing their business
11:55 pm	Survey	Daily survey to be completed
12:00 pm	Presentation	Week 5 – Export Plan Focus: Action Planning, Executive Summary and Final Plan TAP Manager – Jessica McCall NSBI
12:15 pm	Wrap-Up	Export Plan Submission, Resource Day and Mentorship
12:30 pm	End of Day 7	

NATIONAL PARTNERS



PROGRAM CREATORS



Week 5 – Export Plan Focus:

Creating a targeted action plan will allow you to benchmark and track progress and adjust as needed. We will also review the Executive Summary and the Final Plan process.



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