

TRADE ACCELERATOR PROGRAM

INTERNAL AGENDA

Week 5 – Day 7: Sales & The Huddle

Date: Tuesday February 7, 2023

Week 5 – Sales & Marketing Continued		
8:15 am	Internal Team Check in	Producer and TAP team connect to set up for session
9:00 am	Welcome	Recap of yesterday. Lead Facilitator – Dave Archer Producer to start recording
9:05 am	Presentation	Optimizing your business processes Symplicity – Matt Synes Producer to put presentation on screen and allow presenter to advance slides - MATT MIGHT NEED SHARE HIS SCREEN Dave to transition to Q & A
9:25 am	Q & A	Q & A with Matt Synes Dave to transition to break
9:45 am	Presentation	Approaching New Potential Prospects Lead Facilitator – Dave Archer Dave to present Producer to advance slides for Dave
10:00 am	Presentation	Managing International Distribution Channels Lead Facilitator – Dave Archer Dave to present Producer to advance slides for Dave Dave to transition to Q&A
10:15 am	Q&A	Dave to answer Q&A questions Dave to transition to break
10:40 am	Break	Producer to put 10 min on the timer Dave to verbally announce when 2 mins are left
	Poll	Transition back from break Producer to resume recording Poll question: According to the World Bank's report 'Doing Business 2020', which are the top 3 easiest countries to do business in? Answer is B) New Zealand, Singapore, Hong Kong
10:50 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 Dave to lead the discussion and call on companies to participate.
12:30 pm	Survey	Daily survey to be completed Sandra to put link in chat box.
12:35 pm	Presentation	Week 5 – Export Plan Focus: Action Planning, Executive Summary and Final Plan TAP Manager – Jessica McCall, Invest Nova Scotia Jessica to share screen
12:50 pm	Wrap-Up	Export Plan Submission and Mentorship Jessica and Sandra to review process
1:00pm	End of Day 7	

Day 7 – 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.

