



LEADING THE INTERNATIONAL GROWTH AND MARKET EXPANSION

Leading the International Growth and Market Expansion training program is a truly professional online course offering experience based insights into the world of international business. This course helps you to know how to create the strategy framework and sales strategy for going international and craft a professional market entry sales plan. In addition, you will realize what the key tasks for a business leader are at different growth stages and what really matters to your prospective international sales and distribution partners.

Online course allows flexibility. The online environment is the “home base” including material, well-thought exercises, peer-coaching and an active online community for sharing and discussion.

Online course does not mean studying alone on a computer. Studying is based on your active role as a student. You work within your own school, with your fellow students and together with your peers. This course provides you with an unique opportunity to study internationalization based on our extremely competent trainer’s personal “lessons learnt out in the field” over 25 years.

This course will give you some very concrete ideas and tools to be used for developing you own skills and competences towards your successful career in international business.

COURSE MODULES

1. Creating Strategy Framework and Sales Strategy for international business

- Basis for developing Business and Marketing Plans for Internationalization
- Maturity model for internationalization

2. Market Entry Planning from Sales Perspective

- How to prepare a professional Market Entry Plan?
- What needs to be considered when opening a new market?

3a. High-Growth Business Development

- Business Leader´s Tasks at different Growth Stages
- What are the Sales Activities and what to track?

3b. Key Strategic Partner Programs

- To enable a structured Partner Management and to create long term trustworthiness towards Partners
- Partner Search, Recruitment, Training – Partner Sales Tools – Partner Marketing & Communications

4. Additional: International Business

- Cultural Environment in International Business
- Strategies to manage cultural differences in Global Marketing

MIF ACADEMY

The program is managed by MIF Academy at Soprano Plc, the leading private educator in Nordic countries. MIF Academy collaborates with leading Finnish universities and educational organizations

We help our global customers in developing their educational competencies and the capacity of their institutions and building up their global professional partnership network.

COURSE GOALS

This course will give you some very concrete ideas and tools to be used for developing you own skills and competences towards your successful career in international business.

1. How to create the strategy for going international.
2. How to create the strategy framework and sales strategy for going international and craft a professional market entry sales plan.
3. How to develop the Business development program.
4. To realize what are the key tasks for a business leader at different growth stages and what really matters to your prospective international sales and distribution partners.

TARGET GROUP

- Start-up, small and medium size enterprises
- Companies looking to grow abroad
- Managing Directors, Sales and Marketing Directors, Export Directors, Business Development Directors, Sales Executives or Managers responsible for company´s international trade operations
- MBA students
- Students studying international business, trade, sales or marketing

CONTACT PERSON

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