



# INTERNATIONAL BUSINESS

## Globalise!™

**Duration: 2-4 days**

**Language: English**

**Overview of topics:**

Exporting 101 – What it takes to be an exporter.

- Identifying export markets; Methods of researching the market; desk research (books, magazines, etc); your government's trade offices overseas; foreign government trade offices in your country; visits to foreign markets/trade shows; and the internet as a powerful research tool;
- Making contact with potential overseas customers; best methods; following up; and other factors. Trade Shows and other forms of promotion; why they are necessary and how to maximise on these types of activities;
- Samples & Sales Literature; Why do it?; good and bad examples of sales literature;
- Packaging and labeling; How packaging affects the perceived value of products, plus legal requirements;
- Costing for export; currencies which can be used in quotations; FOB, C&F or FIS?
- Shipping methods; advantages and disadvantages for each;
- Payment Methods & Terms of Trade; L/Cs, T/Ts and even credit card payments!
- Agents, Representatives & Distributors; which is best and why? Are they really necessary?

Cultural Differences & Other Traps for New Exporters :

- "They don't think like us!"; similarities and differences of key export markets;
- Lost in the translation; understanding language requirements of foreign markets, including 'language polishing'. Communicating in a foreign customer's cultural terms of reference;
- Service!; The need to respond to the customer's requirements, and some of the cultural aspects surrounding service;
- Making friends; the Chinese concept of *guanxi* and its similarities to business relationship development around the world. Also, a discussion on other cultural aspects needed to be understood by exporters, especially those interested in developing markets in the West;
- Creating an export business plan;
- Technology transfer and J-Vs; the alternative exports;
- Export Assistance; what is available from government agencies in your country and elsewhere;
- Getting the bulk out; Why countries with a high reliance on commodity trading should get into marketing branded finished goods;.
- The dreaded (P) word: Perseverance!

**[www.visavant.com](http://www.visavant.com)**



# INTERNATIONAL BUSINESS

## Connexions – Effective communication across cultures™

**Duration: 2 days**

**Language: English**

**Overview of topics:**

- Key factors that differentiate culture;
- Pre-conceived notions about foreign cultures;
- Similarities & differences between cultures;
- Stop, look & listen – what is being said vs. what is meant;
- Body language;
- Tell it like it is – explaining things in an appropriate manner;
- When in Rome – learning to adapt one's style to suit the situation;
- Touchy Feely – appropriate physical contact (e.g. shaking hands) with colleagues & clientele;
- What was I thinking? - Cultural gaffes and how to deal with them;
- Working multiculturally.



# PRESENTATIONS

## EXHIBIT YOURSELF!<sup>TM</sup> - Effective Trade Show Presentations & Participation

**Duration:** 1 day

**Language:** English

**Overview of topics:**

- Intro – trade shows are as old as the marketplace itself;
- Objectives;
- Budgets;
- Who should participate?
- How big should the stand be?
- Location, location, location;
- Exhibit design – telling your story to attract visitors;
- Support materials – sales literature, signage, samples, etc;
- Planning – it's a necessity!
- Staffing and rostering – making sure the stand is manned;
- Training of staff before the show;
- Qualifying visitors – interested party or your competitor?
- Keeping records;
- Following up.



# MARKETING/SALES

## Marketing – *Stuff the textbooks don't tell you!*<sup>TM</sup>

**Duration:** 1 day

**Language:** English

**Overview of topics:**

Marketing, - *Stuff the textbooks don't tell you*<sup>TM</sup> is a fully interactive course designed to give you the basics of marketing.

Contents include:

- What is marketing anyway?
- Are you a product pusher or a marketer?
- Marketing basics;
- Who exactly are your customers?
- The essence of customer needs;
- Are purchases rational, emotional or both?
- Communicating to specific needs; wants;
- Customer feedback;
- Ensuring your distribution understands the customer;
- Marketing plan or business plan? – why they should be one in the same!

## PowerProspecting<sup>TM</sup>

**Duration:** 1 day

**Language:** English

**Overview of topics:**

PowerProspecting<sup>TM</sup> is an exciting, interactive course is designed to give you the tools and the confidence to gain new business which will provide additional benefits when economic conditions improve.

Contents include:

- Understanding the need for prospecting no matter what the state of the economy
- Contacting and qualifying new customers
- The art of listening – what customers tell you in tough times that you can find solutions to
- Getting your value proposition to match the needs of potential customers
- Focusing on those most likely to turn into sales
- Staying in touch with those who are longer-term prospects
- Prospecting with existing clientele – adding customer value and/or getting pre-qualified referrals

**[www.visavant.com](http://www.visavant.com)**



# PROFESSIONAL DEVELOPMENT

## **BizPlanner™**

**Duration: 3-4 days**

**Language: English**

**Overview of topics:**

Where are we now?

- Business plan basics;
- Performing a situation analysis;
- Analysis of company strengths & weaknesses;
- Understanding who my competitors are;
- Learning how to do research.

Setting goals:

- What are the objectives for the business?
- Learning how to set budgets for the business;
- What needs/wants that my business offers my customers?
- What are my customers prepared to pay for my products &/or services?
- Where will my customers buy my products &/or services?

Where are we going?

- Creating an action plan;
- Understanding marketing strategies to take the plan forward;
- Promotion/Sales objectives & budgets;
- Finding distribution channels.

Follow through:

- Benchmarking – how to gauge how the plan is working;
- Building a team – the business plan's support structure;
- When things change in the marketplace.

## **LeadershipDiscovery™**

**Duration 2-3 days**

**Language: English**

**Overview of topics:**

- Role models, who are they and why are they important?
- Cultural aspects of leadership
- The path to leadership
- Leadership vs. management
- Leadership styles

**[www.visavant.com](http://www.visavant.com)**



# PROFESSIONAL DEVELOPMENT

## Effective Conflict Management Workshop

**Duration:** 1 day

**Language:** English

**Special presenter:** Judith Hutchinson

**Overview of topics:**

- Understanding one's own responses to conflict situations;
- Learning how to control such reactions in a positive and constructive way;
- Understanding different forms of behaviour;
- Understanding the different types of conflicts & their motivations;
- Learning how to positively take control of a situation.

**Outcomes:**

By attending this workshop, participants will be able to:

- Anticipate potential conflict situations;
- Take control of one's responses in a conflict situation by being self aware & proactive in their approach;
- Reading both verbal & non-verbal communication cues;
- Diffuse & control potential conflicts towards reaching a positive outcome.

## **Revolution!**<sup>TM</sup> Change Management Workshop

**Duration:** 1 day

**Language:** English

**Special presenter:** Judith Hutchinson

**Overview of topics:**

Revolution! <sup>TM</sup> is about programming one's neck-top to achieve better business and personal profitability by using a simple model of:

- INFORMATION
- COMMUNICATION
- CARE

To achieve this one needs to develop business and personal skills in:

- Self awareness +self esteem +self confidence;
- Communication and active listening;
- Time management;
- Understanding the differences between passive, aggressive, assertive behavior;
- Relationships and conflict management;

**[www.visavant.com](http://www.visavant.com)**



# PROFESSIONAL DEVELOPMENT

## PowerNetworker™

**Duration: 1 day**

**Language: English**

**Overview of topics:**

PowerNetworker™ gives you the tools to effectively use your business and personal networks to gain more sales!

Contents include:

- What is networking anyway and why is it so important?
- The Chinese concept of *guanxi* and its application in your culture
- Effective communication skills for networking
- Time and timing
- Increasing your confidence and influence when networking
- Using social networking tools to improve performance
- Why follow ups are so important

**[www.visavant.com](http://www.visavant.com)**



# LOGISTICS

## Managing Trade Relationships

**Duration:** 4-5 days

**Language:** English

**Special Presenter:** Judith Hutchinson

**Overview of topics:**

- Identify & analyse relationships across the full spectrum of shipping & trade activities;
- Learn how to effectively link & communicate with all parties within the logistics process;
- Apply the best methods of gathering all necessary information in a timely manner;
- Learn the secrets of minimising finance, documentation & shipping costs!



# PERSONAL DEVELOPMENT

## GoalPower™

**Duration:** 1 day

**Language:** English

**OverView of topics:**

GoalPower™ is a fully interactive workshop for individuals and business professionals to learn how to take control of one's life. Based on the real-life experiences of course presenters in setting and achieving goals, GoalPower™ provides participants with the tools to go forward to a successful future.

Topics covered during the training include:

- Why set goals?
- Daring to dream big!
- Where do I start? Why written goals are best
- Taking action
- Building a team around you to help achieve your goals
- When stuff goes wrong
- Changes in you and those around you
- GOAL! – What to do once you've achieved your goal
- Goal-setting as a foundation for life

## ControlYourCash™

**Duration:** 1 Day

**Language:** English

**Overview of topics:**

ControlYourCash™ is a fully interactive workshop for individuals and business professionals to learn how to take control of one's personal finances. Based on the real-life experiences of course presenters in taking control of their own financial management, ControlYourCash™ provides participants with the tools to go forward to a successful future.

Topics covered during the training include:

- Taking control of your money is a first step to taking control of your life
- Needs vs wants
- Setting priorities and changing habits
- My personal financial plan
- *Life is a team sport*© - support systems/services

**[www.visavant.com](http://www.visavant.com)**



# PERSONAL DEVELOPMENT

## **NuStart™**

**Duration: 5 days**

**Language: English**

### **Overview of topics:**

**nustart™** teaches you how to apply your interests and goals, the skills you already have, learn complementary skills and turn it into a successful business. Ideally suited to those recently made redundant or on public welfare assistance, **nustart™** provides a practical way to move into self-employment.

Topics include:

- Overview of the journey to self-employment
- Discovering what do I like/am I good at doing;
- Business plan basics
- Analysis of my strengths and weaknesses.
- Performing a situation analysis on both the business and myself;
- Understanding who my competitors are;
- What are my objectives for the business?
- Learning how to set budgets for the business;
- What needs/wants that my business offers my customers?
- What are my customers prepared to pay for my products and/or services?
- Where will my customers buy my products and/or services?
- Creating an action plan;
- Learning sales skills;
- Business tools – phones, computers, etc.
- Building my team – support structure;
- Getting started!

**[www.visavant.com](http://www.visavant.com)**