

## What is Your 2024 Training Mission?

Elite teams require training. This applies to sports, military, and the international road warriors who manage export departments. Many companies claim a deep commitment to training and people development in their mission statements. Two years of Covid-related travel limitations and the emergence of Zoom tools has created an efficient new forum for training our internal and distributor teams.

### Education For All

A lot has changed in the last two years. Everyone can benefit from an updated course in winning requirements for 2024. This should apply to your distributor network and international team, as well as your own personal development plan. Another opportunity exists to teach colleagues in your home office on the unique dynamics of export and the enormous potential available in the global market of 7.9 billion people.

### Portal – 24/7 Resource

Leading companies implemented a global export portal. This gateway provides instant access to brand facts, digital images, and success stories. Expanded portals allow order placement, sales forecasting, and other export reporting. A must for best-in-class performance this year.

### Distributor Training

Zoom allows you to connect with large groups instantly. I have participated in global distributor meetings linking sales teams from around the world. Other export managers have used web tools for new product launch meetings, to kick off a retail sales contest, or to manage a planning session with the entire key account team. The goal is to make the meetings entertaining and engaging for your remote audience. One beverage company's web meeting featured a surprise appearance by a Euro Vision winner!

### Functional Experts

Each company features deep functional expertise at their headquarters. Overseas distributors appreciate access to these



professionals. Why not schedule a web meeting featuring your digital marketing manager, supply chain VP, or IT guru? Another option is to develop a session for your global team managing a common customer such as Carrefour, Walmart, or Metro AG.

### E-Commerce

E-commerce is the primary growth channel for all companies. However, most managers' fundamental training focuses on brick and mortar principles. Consider hiring an external expert to speak about "doing business with Amazon." Focus on the practical operational requirements such as supply chain and search strategies versus a speaker who tells you "how fast e-commerce is growing."

### Personal Plan

What are your personal development plans for 2024? The new year is a great opportunity to allocate time to attend a leadership development class or a session on managing teams. Evaluate options early and receive management commitment before budgets are cut!

### Self-Paced Programs

Frequently it is a challenge to sync everyone's schedule for a training event.

An alternative is to record training webinars and share them for review later. Multinationals frequently offer individual training via self-paced modules to indoctrinate new distributors or brand managers.

### Export Solutions Workshops

Each year Export Solutions offers more than 10 export workshops throughout Europe and the Americas.

There are eight topics offered in 45-minute sessions. Highlights include

- Distributor Search Best Practices
- How to Gain More Distributor Focus
- Distributor Economics: "How they make money!"
- More in the Store: Shelf Tactics
- Handling 25 Critical Export Problems
- Next Level Distributor Management
- Export Strategy: A World of Opportunity

### Client References

Workshop delivery can be via Zoom or, in many cases, on-site programs. Clients have included Barilla, Tabasco, Church & Dwight, Lorenz, Bolton Group, Seeberger, Manner, and others. Contact Greg Seminara for more information.

## Can We Help You? Distributor Search Helper for:



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## Recent Distributor Search Projects

Asia	Europe	Middle East	Latin America
Australia	Germany	Israel	Argentina
China	Ireland	Kuwait	Brazil
Indonesia	Netherlands	Qatar	Colombia
Japan	Nordics	Saudi Arabia	Costa Rica
Malaysia	Spain	UAE	Ecuador
Philippines	United Kingdom	North America	Mexico
Singapore	Africa	Canada	Panama
South Korea	South Africa	United States	Peru



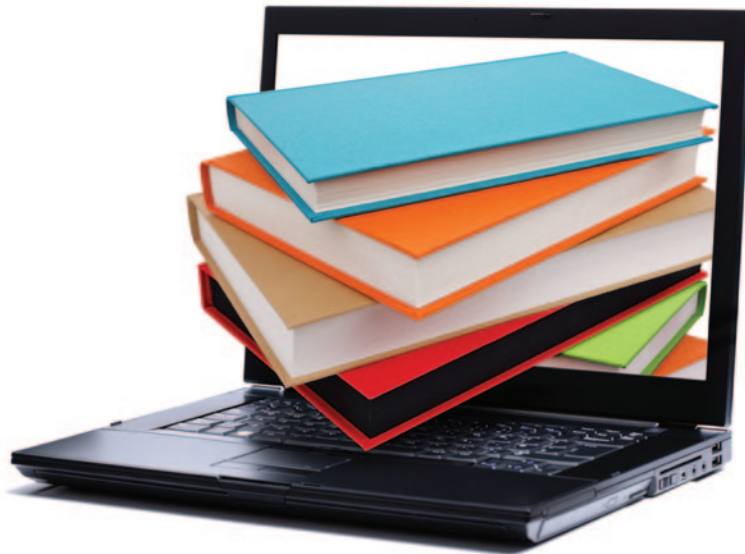
**Export Solutions**  
Distributor Identification Experts

### Call the Export Accelerator!

Contact Greg Seminara at [greg@exportsolutions.com](mailto:greg@exportsolutions.com)  
to discuss your business development project.

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# *Create Your Own Export Library*



*Export Strategy Guide*



*Distributor Search Guide*



*Export Handbook*



*Selling to USA Handbook*



*Distributor Management Guide*



*Finance & Logistics*



*300 Tips for  
Export Managers*



*Idea Guide:  
New World – New Business*



*Export Treasure Chest  
My Favorite Templates & Forms*



*People Power  
Strong Teams Build Great Brands*



*New Distributor  
Cooperation Model*

**All guides available free at [www.exportsolutions.com](http://www.exportsolutions.com).**



**Export Solutions**  
Distributor Identification Experts

**Looking for a fresh point of view for your  
next event or training workshop?**

**Contact Greg Seminara at  
[greg@exportsolutions.com](mailto:greg@exportsolutions.com)**



# Where Do You Want to Grow?

## Asia/Africa/Middle East

	Australia – 284 Distributors
	China – 161 Distributors
	Hong Kong – 182 Distributors
	India – 110 Distributors
	Indonesia – 80 Distributors
	Japan – 176 Distributors
	Korea – 147 Distributors
	Malaysia – 128 Distributors
	Philippines – 120 Distributors
	Singapore – 164 Distributors
	Thailand – 103 Distributors
	Vietnam – 52 Distributors
	Israel – 82 Distributors
	Saudi Arabia – 111 Distributors
	U.A.E. – 206 Distributors
	South Africa – 114 Distributors

Plus 14 more countries

## Europe

	Austria – 72 Distributors
	Belgium – 91 Distributors
	Croatia – 78 Distributors
	France – 134 Distributors
	Germany – 203 Distributors
	Greece – 93 Distributors
	Hungary – 71 Distributors
	Italy – 114 Distributors
	Netherlands – 162 Distributors
	Poland – 107 Distributors
	Russia – Not Available
	Spain – 173 Distributors
	Sweden – 110 Distributors
	Switzerland – 104 Distributors
	Turkey – 96 Distributors
	U.K. – 281 Distributors

Plus 19 more countries

## Americas

	Argentina – 60 Distributors
	Bolivia – 55 Distributors
	Brazil – 151 Distributors
	Canada – 232 Distributors
	Chile – 99 Distributors
	Colombia – 87 Distributors
	Costa Rica – 77 Distributors
	Ecuador – 62 Distributors
	Guatemala – 66 Distributors
	Mexico – 206 Distributors
	Panama – 65 Distributors
	Paraguay – 59 Distributors
	Peru – 84 Distributors
	Uruguay – 59 Distributors
	USA – 654 Distributors
	Venezuela – 38 Distributors

Plus 14 more countries

*Use Export Solutions Database  
to fill in the Gaps in your  
Export Coverage Map*

