

## What is Your 2022 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 2022. 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 2022? 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.