



Forum for International Trade Training

## International Sales and Marketing Course Description & Learning Outcomes

### Course Description

The *International Sales and Marketing* course emphasizes marketing as key in ensuring an organization's product or service is seen to fit the needs and interests of an international target market. While marketing can create the demand, an effective sales strategy is essential to profit from this demand. This course details considerations an organization must make when promoting and selling products and or services beyond its domestic borders.

The *International Sales and Marketing* course is a key course of the FITTskills Program, which has been designed for the independent self-directed learner who is an international trade practitioner with a minimum of two to five years of experience. The FITTskills Program has been developed so that you as a practitioner can ensure you have all the competencies required to take advantage of international trade opportunities.

### *Modules in this Course:*

**MARKETING PRODUCTS AND SERVICES:** Attracting International Markets  
**SELLING TO INTERNATIONAL MARKETS:** Sales Channels, Negotiation and Follow-Up  
**E-COMMERCE:** Using Digital Technology to Access International Markets

Note: The *International Sales and Marketing* course assumes you have the necessary basic business and trade knowledge and skills needed for domestic trade, as these fundamentals are not covered in the FITTskills Program.

### Course Learning Outcomes

Upon successful completion of this course, learners will be able to:

1. Adapt products and services for the specific international market being targeted.
2. Develop an international brand that appeals to the values and preferences of the target market.

3. Develop an international sales and marketing plan to fulfill the market entry and competitive strategies.
4. Promote the brand and its identified products and services to create demand in the designated market.
5. Establish effective sales channels, pricing strategy and sales agreements within legal and regulatory requirements to minimize risks while ensuring benefits to all parties.
6. Provide efficient delivery of purchases and customer support to encourage future sales.
7. Develop an e-commerce operation that benefits from advantages of digital technology to increase reach, decrease costs and enhance customer experience.

## Textbook Contents

### Module—Marketing Products and Services: Attracting International Customers

#### *Unit 1: Adapting Products and Services*

- Adaptation Options
- Market Research
- Defining the Customer
- Perceived Value of Products
- Perceived Value of Services
- Value Proposition Statements
- Enhancing Perceptions of Value
- Growth Hacking
- Adaptation Decisions

#### *Unit 2: Developing a Competitive Strategy*

- Gathering Information About the Competition
- Assessing Organization's Strengths and Weaknesses
- Factors to Consider
- Positioning Statement

#### *Unit 3: Developing a Pricing Strategy*

- The Organization's Objectives
- International Pricing Constraints
- Currency
- Distribution Channels
- Costs of International Trade
- Pricing Strategies
- Proximity to Borders
- Pricing of Services

#### *Unit 4: Developing a Branding Strategy*

- Adjusting the Brand
- Conditions Needed for Successful Branding

Brand Identity  
Protecting the Brand  
Global Branding

***Unit 5: Developing Promotional Strategies***

Requirements of Promotions  
Promotional Tools  
Resources in International Markets  
The 4 Es Approach  
Developing the Promotional Message

***Unit 6: Writing a Sales and Marketing Plan***

A Planning and Implementation Framework for International Sales and Marketing  
Market Research Players  
Contents of an International Sales and Marketing Plan

**Module—Selling to International Markets: Sales Channels, Negotiation and Follow-Up**

***Unit 1: Establishing Sales Channels to International Markets***

Sales Channel Players  
Sales Channels Used by Exporters Selling Directly to End-Users  
A Merging of Sales Channel Roles  
Alternate Sales Channels  
Selecting Sales Channels  
Barriers to Market Access  
Managing Channel Partners  
Sources of Help for Establishing Sales Channels  
Laws Affecting Sales

***Unit 2: Conducting Sales and Follow-Up***

Preparing for Sales  
Sales Presentations  
Taking Orders  
Monitoring Delivery of Products and Services to Customers  
After-Sales Support  
Collecting and Analyzing Customer Information

***Unit 3: Negotiating Terms for International Contracts***

Preparing for Negotiations  
During Negotiations  
After Negotiations

**Module—E-Commerce: Using Digital Technology to Access International Markets**

***Unit 1: Understanding the Context of E-Commerce***

What Is E-Commerce?  
Benefits of E-Commerce

The E-Commerce Environment

Unique Challenges to E-Commerce

***Unit 2: Establishing E-Commerce Operations***

Identify E-Commerce Requirements

Using an Integrated E-Commerce Model

Localizing Sites for International Markets

Assessing Organizational Readiness and Identifying Gaps

Internal Versus Outsourced

Setting Up an E-Commerce Operation

Testing Functionality and Launch

***Unit 3: Marketing with Digital Technology***

Digital Marketing Methods