



The duMonde Group Pty Ltd (“duMonde”) is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

Our full-day **Successful Exporting** workshop provides you with the essential knowledge, information and supporting tools required to more confidently access and pursue exporting opportunities in the global market. It is also aligned with the global export programs of both Government and Industry at large. The workshop is useful to any business that is exporting or considering exporting goods or services in key markets overseas.

Topics Covered:

1.0 Introduction: Elements of Successful Exporting

With the aim of helping firms approach export opportunities in a more considered fashion, duMonde has developed this course around four key topics. These topics form the basis of the course with their successful execution being seen as enablers to becoming a more successful exporter.

2.0 Export Awareness & Readiness

Know how to identify and pursue growth opportunities overseas and use all the levers you can get to become successful in exporting.

3.0 Developing & Implementing Your Export Strategy

Understand the process of building a well-thought out and clearly articulated export strategy that will ensure that you grow within your capability – and not stretch resources towards the success of your export efforts.

4.0 Developing Commercial Acumen & Export Marketing Skills

Develop the ability to assess your financial position and understand the essential export marketing capabilities necessary to become a successful exporter.

5.0 Crossing Barriers to Export

Understand and know some strategies to overcome the barriers that Australian businesses usually encounter before a product or service reaches its overseas customers.

6.0 Summary & Closing

Course Objectives



At the end of this workshop, the participants will be able to:

- > Discover the elements of successful exporting (“export journey”) from a local SME’s perspective.
- > Assess a firm’s level of “Export Readiness.”
- > Appreciate the importance of having an Export Strategy.
- > Be more aware of the key export barriers and challenges.
- > Identify the various Government & Industry support avenues.
- > Discover key considerations in assisting local SMEs’ exporting journey.