

B2B SALES READY PROGRAMME

Take your international sales to the next level



An expert-led online programme designed to help:

- Develop stronger B2B offers
- Price and position your product effectively
- Pitch and negotiate with confidence
- Secure new international business

What is Fáilte Ireland's B2B Sales Ready programme

By taking part in this programme, you will be setting yourself up for success, ensuring your offer is tailored to current demands and giving yourself the best opportunity to capture and maximise international visitor revenue.

Fáilte Ireland's B2B Sales Ready Programme is a series of steps delivered by subject matter experts with extensive tourism

selling experience. Our multi-modular programme will give you the foundation required to perfect your offer, pricing, sales pitch and contracting and negotiating skills.

The programme is a blend of live online workshops with an additional 1:1 Advisory Clinic with one of our sales experts, and some recommended self-directed learning.

Please note, the support received under this programme is considered State Aid given under De Minimis. It is provided under the EU De Minimis Regulation, which allows up to €300,000 in aid over any rolling three-year period. The value of this programme (up to €1150) will count towards your De Minimis threshold.

WHAT IS REQUIRED FROM ATTENDEES?



5 x half days over **6 weeks** plus **2-3 additional days** to complete actionable outcomes assigned in each step.



4 x live online workshops, supported by **one 1:1 Advisory Clinic** with sales experts



BENEFITS OF THIS PROGRAMME

- ✓ Get the latest insights on the international market, understanding core market profiles to find the best match for your product
- ✓ Successfully develop and craft compelling B2B offers suitable for international markets
- ✓ Develop and prepare a clear B2B pricing model, including how to create and present opportunities to further upsell your experience
- ✓ Prepare for optimum sales presentations with high quality imagery, video, and polished delivery
- ✓ Effectively handle challenging commercial conversations around T&Cs and pricing negotiations

Who is the programme suitable for?

If you are a business owner, manager or member of staff in a tourism business with compelling products and or services to sell directly to consumers this programme is for you and should be viewed as essential training.

By taking part in the programme, you will be setting yourself up for success, ensuring your offer is tailored to current demands giving yourself the best opportunity to capture and maximise revenue.

WHAT IS REQUIRED FROM ATTENDEES?

You will have to commit the time and resources to the learning modules, mentoring and implementation of actions. As well as the 5 x half days, you will need a further 2–3 days to complete all actionable outcomes from each step.

For the convenience of all attendees, all modules and meetings will be conducted

online to provide maximum accessibility and flexibility for businesses.

Please note: the business representative must complete all modules in this training programme, including the 1:1 Business Advisory Clinic. This representative should be the same person who will be meeting with buyers at international B2B buyer events.



Programme overview

MODULES

1 SETTING THE SCENE – UNDERSTANDING INTERNATIONAL BUYERS

Live online workshop

2 POSITIONING AND COMMUNICATING YOUR EXPERIENCE FOR INTERNATIONAL MARKETS

Live online workshop

3 MASTERING PRICING AND CONTRACTING FOR B2B OPPORTUNITIES

Live online workshop

4 PITCHING, NEGOTIATION AND RELATIONSHIP BUILDING FOR B2B SUCCESS

Live online workshop

5 SALEABLE EXPERIENCE AND VERBAL PITCH MENTORING CLINIC

1:1 advisory clinic with Marketing Expert

OUTCOMES

Deep insights into the characteristics of and the routes to the most suitable international markets for your business

Relevant, well-defined international target markets identified for your business

A comprehensive understanding of how to build your retail and B2B price points with clearly defined T&Cs and cancellation policies

Know how to prepare for success, pitch and negotiate with confidence

A refined B2B offer and a polished pitch for your organisation, ready to convert international business opportunities

RECOMMENDED SELF-DIRECTED ONLINE LEARNING

+ PRINCIPLES OF PRICING

Self-paced online course via learniFI

B2C pricing techniques including the importance of costing and how to determine your breakeven price

Testimonials



"I attended the training session for Pricing, Contracting, and Negotiating for International Sales and found it very informative. The training was very well conducted in an interesting fashion and gave great insights into the mechanics of contracting. It also provided specific guidelines on rate structures and was very helpful whether one was already used to price negotiations or relatively new to it. I would fully recommend this workshop going forward."

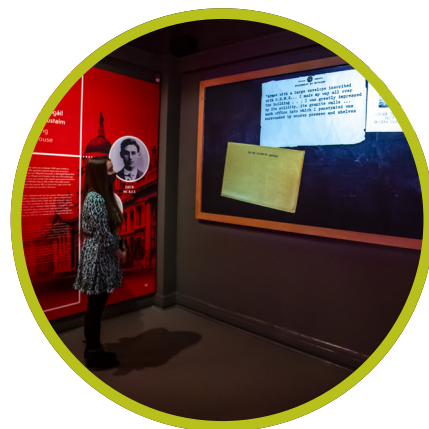
HELEN MURPHY

**Brand Ambassador,
Jameson Distillery Midleton,
Co. Cork**

"After attending the B2B Leisure and UltraLuxe workshop...I felt the standard of industry suppliers was extremely high and it was evident that they were well prepared and had researched our company. They presented their experiences professionally and followed up on meetings promptly. The programme is a must for any suppliers entering the B2B space for the first time or looking to work with the overseas markets, time, like all sectors of the industry is very limited, so when a supplier arrives at a meeting well prepared, it is much easier for us to do business."

CONOR WALL

**Head of Product,
Contracting and
Sustainability, CIE Tours**



"The B2B sales training was very beneficial ahead of the trade show. The first session was great for learning all the terms such as tour series and enabled me to know with what clients each tour operator and buyer worked with. The 1:1 session was particularly helpful in knowing how to communicate with the buyers. I'd never experienced Meitheal and dealing with tour operators personally, so the training enabled me to understand how it all works, and has given me the confidence to talk, not only for trade shows, but also to tour operators scouting the Custom House as a potential site to send clients"

SHAUNA FOX

**Head Guide, Custom House
Visitor Centre, Dublin City**