

Building Business with Agents and Distributors

Shepperton, Middlesex – 11 May 2010

Purpose of the workshop:

To introduce delegates to a practical and profitable approach to selection, management and motivation of agents and distributors.

Workshop Overview:

The relationship with your agent or distributor can make the difference to the growth and profit of your export business. This relationship is not just about interpersonal roles, it is also about understanding how your business affects their business, and theirs yours.

Effective management and motivation of the agent or distributor demands attention to detail; this course will introduce delegates to an inclusive approach to motivation and management of agents and distributors and how to apply and implement the course material in their everyday business development. If you can orient your business to working with your agent or distributor more effectively than other principals, you will be more efficient and more profitable.

Who should attend:

This workshop is relevant to staff who are responsible for the appointment and management of agents and distributors, for those who are new to international trade and also for more experienced staff who would like to review their approach to the management of their agents and distributors.

This is not a course developed from theory or textbook; all elements come from the facilitator's experience of working with agents and distributors within the international arena.

Workshop style and format:

Facilitator led discussion and instruction with delegates completing checklists and frameworks based on their own company and target markets. Delegates are encouraged to raise issues they are currently facing with agents and distributors. The facilitator encourages class debate to help develop approaches to overcome the challenges. Delegates benefit from the experience of all other delegates and that of the facilitator.

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Workshop contents:

The workshop is broken down into four main sections:

- Working with agents and distributors
- The mechanics of trading
- Introduction to the legal aspects
- Conclusion and termination

Agents and distributors:	The principals mindset™. Orienting your business to work with agents and distributors. The six steps from roles to appointment (key roles, profiling, search, identifying, legal aspects and appointment). The three pillars of effective motivation and how to use them. The 8C's of evaluation. Managing agents and distributors. Implementing and using reports.
The mechanics of trading:	The Five Deal Breakers in International Trade™ (Payment Mechanisms, IncoTerms, Currency, FX rate, Bank Relationships). Handling discount requests.
Legal aspects:	An introduction to agent and distributor contracts. An introduction to EU competition law and the EU agent's directive.
Conclusion and termination:	Preparing for termination of the agreement. The clean water principle™.

Price:

BMF Members - £45.00 + VAT (£52.88)
Non-Members - £145.00 + VAT (£170.38)

For further information about this course, please contact Liv Whetmore on (01784) 223631 or e-mail: lwhetmore@britishmarine.co.uk.