

Global Sales & Market Strategies

Intensive Online-Course with 3 Webinars

How to do business in volatile markets? What are the the organisational challenges to operate internationally? How to identify potential target markets? What kind of market strategies can be used? How sustainable co-operations with foreign business partners can be built up? These and other questions for successful business development are discussed in the workshop with German experts from Export-Akademie Baden-Württemberg.

About the Expert

Bertram Lohmüller was born in 1963 in Tübingen (Germany). For his first degree he studied civil engineering at Stuttgart University. His second degree – a master degree in International Marketing – made Bertram at Reutlingen University. In his first job he worked for 7 years in the construction industry in the areas innovation management and project management. Parallel to his work in industry he made his PhD at Cranfield School of Management (UK) with a thesis about the key drivers of product innovation in German manufacturing industry.

He is managing partner at Export-Akademie Baden-Württemberg and professor for innovation management & leadership at Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen. Currently, he is building up so called centres of excellence for green technologies and market development in Argentina, India, Russia, South Africa. The main issue of these centres is to support companies for doing business with Germany and European countries. Framework for managing international business successfully is the concept Integrated Management & Leadership IMLead®. Based on this concept many companies are consulted so far to improve their marketing and sales performance and to enter the German and other international markets successfully. Over the last 20 years more than 2000 top-managers from all over the world were trained by Bertram Lohmüller.



For detailed information please contact Ms. Cornelia Röhm

Contact and Registration

Export-Akademie Baden-Württemberg GmbH
Konrad-Adenauer-Straße 13 | D-72072 Tübingen
Tel: +49 (0) 7071-5499926 | Fax: +49 (0) 7071-5499929
cornelia.roehm@eabw.org | www.eabw.org

in co-operation with

INTZEIDIS Consulting c/o Regus
Leopoldstraße 23 | D-80802 München
Tel.: +49 (0) 89 30002077 | Fax: +49 (0) 89 30002079
office@intzeidis.de | www.intzeidis.de

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- Content:**
- Characteristics and challenges of volatile markets
 - Market strategies according to Porter
 - Market entrance strategies
 - Selecting the “right” distribution partner
 - Strategic decision matrix for selected markets
 - Resumé + Checklist

- Goals:**
- Getting insights into the potential business options in international and volatile markets
 - Knowing different kind of market strategies according to Porter
 - Learning different market entrance strategies
 - Learning criteria for selecting a distribution partner
 - Strategic decision matrix for selected markets

- Method:** **Online Training**
- Registration on the learning platform eabwlearn.org
 - Preparation with handouts provided on the learning platform <https://eabwlearn.de>
 - 3 webinars with 1,5 hours duration
 - Examples from industry and checklists
 - Discussion

- Target Group:**
- Middle and top management

- Date:** 16:00-17:30 hours (Berlin time) on following days
- Webinar 1, Wednesday 14th October 2020
 - Webinar 2, Thursday 15th October 2020
 - Webinar3, Friday 16th October 2020

Language: English

Expert: Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg

Place: Online | Computer with latest internet browser is required

Price: 210.- Euro per person (net price for companies) | for private persons +19% VAT

Registration: Further information and registration: <https://eabw.org>

Certificate: Certificate of participation from Export-Akademie Baden-Württemberg

