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### CIFAL Curitiba-Marketing and Planning of International Sales

#### People

Deadline: 25 Jun 2024

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Type:	Side Event
Location:	Curitiba, Brazil
Date:	26 Jun 2024 to 27 Jun 2024
Duration:	2 Days
Programme Area:	Decentralize Cooperation Programme
Website:	<a href="https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...">https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...</a>
Price:	\$0.00
Event Focal Point Email:	caroline.nascimento@sistemafiep.org.br
Partnership:	CIN Network

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#### BACKGROUND

The training aims to highlight the importance of a solid commercial strategy and good marketing planning aligned with the company's objectives, emphasizing the need to adapt internal strategies to the particularities of the external market to prepare your company and succeed in global business.

## CONTENT AND STRUCTURE

Chameleon Effect: The need for the company to adapt to the different realities of the external market; The main mistakes companies make in their international sales processes; The 4 crucial points of a company committed to its internationalization: time, information, money, and commitment; How to build an international competitive advantage that captivates the customer; Internal company evaluation focusing on the external market; Export Committee: How to make your company more agile and prepared for the external market; How international marketing impacts the company's sales strategy in the external market; Basic structure of an international sales plan.

## METHODOLOGY

Practical activity: Evaluation of the company's export capacity.

## TARGETED AUDIENCE

Industries