

# New Ideas for New Business



## Export Workshops & Speeches by Greg Seminara



**Export Solutions**  
Global Experts, Local Solutions

*"The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes."*

– Marcel Proust, French novelist

# Export Workshop Overview

- 1 and 1.5 day workshop options available
- 8 Export Development & Distributor Management Modules
- Includes 25 Common Export Problems group work
- 200+ topics available for tailored workshop
- One hour keynote or motivational speech



“At our ESMA annual convention – the summit of the distributor industry in FMCG in Europe – we share thoughts and invite speakers of significance. Greg Seminara was invited to speak about his view on the development of distributors and the elements in the marketing mix of relevance to this business sector. Greg impressed his audience with his vast knowledge, his ability to communicate and some clear thoughts about the drivers behind results. The feedback to his speech was excellent and participants highlighted his hands-on understanding about our business.”

CEO – ESMA

European Sales & Marketing Association

*Testimonial*

## About Greg Seminara

Greg Seminara founded Export Solutions in 2004 after a career with Procter & Gamble, Clorox, and the leading USA Food Broker. This included positions based in the USA, Saudi Arabia, and Argentina. Credentials include:

- Creator of industry distributor database: 96 countries, 8,600 distributors  
Categories: Confectionery/Snack, Gourmet/Ethnic, Beverage, Italian Foods
- Author/Publisher of *Export Express Newsletter* (circulation: 8,700)
- Author/Publisher: *Export Strategy Guide, Distributor Search Guide, Selling to the USA, Distributor Management Guide, 300 Tips for Export Managers*, and more than 200 articles on export development and selling through distributors.
- Completed 300+ Distributor Search projects in 48 countries - 5 continents



Dear Greg

“I am very grateful for the excellent training we were able to set up with your support in Parma last month. The two day program proved extremely helpful, rich with insights and experiences that we were striving to deliver to our key people in international markets.

The two days allowed us to cover broad & strategic issues, such as country segmentation & prioritization, as well as very specific and practical issues, such as the distributors’ business models, drivers of distributors’ performance and how that can be influenced by the brand owner, to how to improve performance in the “moment of truth,” with the “more in the store” section.

I therefore wish to take the occasion to thank you again for your important contribution, and am also very glad to mention that, as we do for all trainings done in the Barilla Lab Learning Center, your program was subject to a post evaluation from all participants, and that it scored among the highest programs taken in these past few years.”

Barilla

Director, Export Markets

*Testimonial*

# Sample Workshop Agenda

## Day 1 – “Models”

Topic	Core Themes
Strategic Export Development	Next Billion Consumers Market Segmentation/Prioritization, Different Partner Models
Best in Class Distributors	Best in Class Partner vs. Average Finding New Distributors
Break Group Case Study 1 & Report Out	Group Work
Lunch	
Distributor Economics	Distributor Financial Model/Watch-Outs
25 Common Export Problems Case Study #2 (Individual)	Individual Assignments and Report Out
Improving Market Visit Productivity	Maximizing Market Visit Activity

## Day 2 – “Best Practices”

Topic	Core Themes
More in the Store	New Business Through Improved In-Store Performance
Getting More Than Your Fair Share of Distributors’ Time	Increased Distributor Focus on Your Priorities
Case Studies #3 (Group)/Break Out	
Becoming a Preferred Supplier	Best Practices to Being Viewed as a Preferred Supplier by Your Distributors

Workshop program concludes with lunch.

# Export Workshop Options

- Schedule with annual sales meeting or international trade fair
- Combine Export Solutions' workshop with your own company presentations
- Share workshop between 2-3 non-compete local companies
- Keynote speaker for your annual distributor or company meeting
- Workshop for government trade development organizations and trade fairs



**Contact Greg Seminara for More Details**

## Export Solutions Can Help!

- Export Workshops
- Motivational Speeches
- International Strategy
- Find Distributors in 96 Countries



**Export Solutions**  
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Contact Greg Seminara at [gseminara@exportsolutions.com](mailto:gseminara@exportsolutions.com) or (001)-404-255-8387.

[www.exportsolutions.com](http://www.exportsolutions.com)

Greg,

"Thanks for the training workshop you ran for the team, it was very worthwhile and everyone's feedback has been very positive. It has given me a far greater insight into the world of third party sales partners and I am confident that we can now improve on how we work with these partners and ultimately improve our business results. I would have no hesitation in recommending this program to other Johnson & Johnson sales functions."

European Sales Director, McNeil Nutritionals Ltd., A Johnson and Johnson Company

Dear Greg,

"We would like take this opportunity to thank you for the good quality result of the export development seminar hosted by Italia del Gusto. The workshop has received an enthusiastic response from all the participants. We have really appreciated your expert information on core topics of strategic export development, distributor identification, and getting more out of current partner relationships. Based on the seminar's success, we look forward to further collaboration."

General Director, Consorzio ITALIA DEL GUSTO

*Italia Del Gusto is a consortium of many of the leading food & beverage brands of Italy: Auricchio, Bauli, Barilla, Bolton Group, Colussi, Filippo Berio, Lavazza, Ponti, San Benedetto*

**Testimonials**