

# **SALES & MARKETING SUPPORTS**

Grow your sales and  
marketing expertise with  
Enterprise Ireland's supports

**#GlobalAmbition**





Enterprise  
Ireland's strategic  
programmes  
and resources  
can support  
your business to  
develop the sales  
and marketing  
skills to enable  
your expansion  
into new markets

Discuss your eligibility with  
your [Development Adviser](#)



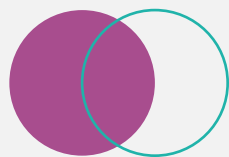
# MARKET RESEARCH CENTRE

The Market Research Centre provides access to premium global business intelligence databases to companies supported by Enterprise Ireland. This market intelligence includes company, sector, market and country information to help companies make more informed business decisions around market identification, assessment and validation.

Learn more [here](#) or contact the [Market Research Centre](#)

**Keep up to date with the  
Market Research Centre**

Visit the MRC [blog](#) or  
follow us on Twitter  
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# STRATEGIC MARKETING REVIEW

Capture Insights, Review Resources, Take Action

Companies that succeed globally know how to think and act strategically. Enterprise Ireland's Strategic Marketing Review is a transformative programme for your senior management team, focusing on a market driven business strategy which will significantly impact your rate of scaling and international growth.

The Strategic Marketing Review will enable you to:

- align market opportunities with strategic business objectives to drive revenue
- build high performance sales and marketing teams
- position the value of your service or solution to each of your prioritised market segments
- address sales challenges and maximise market opportunities
- change the way you think about your customers and your markets
- differentiate in a competitive market landscape

With tailored, one-to-one engagement between an experienced consultant and your senior management team, this programme will take your company to the next stage of its evolution.

Find out more [here](#) or contact our [SMR team](#)



# DIGITAL MARKETING CAPABILITY

The Digital Marketing Capability support aims to develop and enhance your company's capability to use digital channels for business development. Conducted in partnership with a digital marketing agency or consultant, eligible activities may include;

- Strategic review of existing digital channels and development of digital marketing strategy
- Understanding international best practice, effective tools, and strategies in the area of digital marketing
- Embedding digital marketing practices and skills in your company by developing the capabilities of senior management

Find out more [here](#) or contact our [Digital Marketing Unit](#)



A photograph of two women in a modern office environment. One woman with curly red hair is standing and leaning over a desk, smiling at a laptop. The other woman with long dark hair is sitting at the desk, also smiling and looking at the laptop. A potted plant is visible on the left side of the frame. The background is slightly blurred, showing other office workers and equipment.

# MARKET DISCOVERY FUND

The Market Discovery Fund is designed to assist companies to research and explore business opportunities in international markets.

Eligible companies looking at a new geographic market for an existing product/service or an existing geographic market for a new product/service may be eligible for funding.

From funding to hire consultants with in-depth knowledge of the target market, to assessing new opportunities and participating in trade fairs, the Market Discovery Fund helps businesses take their first steps into new markets.

Find out more [here](#) or contact our [Market Discovery Fund team](#)

# LEANSTART

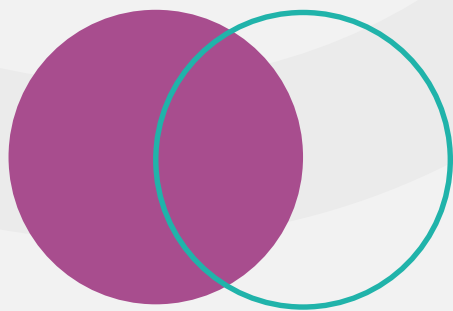
The Lean approach supports businesses to become more agile and adaptable. This results in a business that is relentlessly focused on customer needs and innovates to meet those needs, while making more efficient use of time and resources.

LeanStart provides an introduction to Lean concepts and allows you to gain an understanding of what the tools and techniques can do for you and your company in a short, focused engagement. The programme involves up to seven days support from an external consultant/trainer working directly with an eligible company, typically over an 8 to 12 week period.

The goals of a LeanStart project may include;

- The introduction of Lean or related process improvement principles to a company
- The completion of a specific improvement project to show the value of the approach, and/or
- The development of a Lean / Organisational Innovation & Digitalisation roadmap or action plan

Find out more [here](#) or contact our [Lean team](#)



# SALES AND MARKETING MASTERCLASSES AND WORKSHOPS

Enterprise Ireland helps businesses to build their sales and marketing capability and grow exports. Our masterclasses and workshops are based on the proven tools of best international selling practice and offer expert insights on the following:

- Market Intelligence
- Customer Value Proposition
- Virtual Selling
- Digital Lead Generation
- Sales Pipeline Management
- Product Management

Leveraging the latest digital tools and techniques these sessions run over a half day or longer, are highly interactive and designed to address participants' sales and marketing challenges.

Companies join these short sessions because they want an intensive, immediate focus, on a key aspect of their Sales and Marketing efforts.

Learn more [here](#) or contact the Programme Manager [Karina Gannon](#)





# ENTER THE EUROZONE PROGRAMME

Are you an Irish exporter looking to diversify from the UK into nearby Eurozone markets? Taking advantage of the free movement of people, goods, and services, the Enter the Eurozone programme will help you find prime opportunities in all sectors across the Eurozone. This includes Germany with a consumer market of 83 million and Italy and Spain both highly industrialized and leading markets in pharma and telecoms.

The award winning programme is delivered by ESMT Berlin and is also supported by one-to-one business advisers led by IMS Marketing who support the companies to develop a European market entry plan.

Typically, the programme is aimed at CEOs and senior colleagues of Irish companies currently exporting with no significant presence in a Eurozone market.

Businesses choose this programme as it gives them a five month journey and clear progress towards winning their first significant contract in a Eurozone market.

Learn more [here](#) or contact Programme Manager, [Paul Browne](#)





# INTERNATIONAL SELLING PROGRAMME

Are you looking to expand into an international market? The International Selling Programme has helped over 900 Irish companies on their journey to achieve significant sales growth in their chosen export market. The programme covers the entire sales journey, sales strategy, people, and processes, building the confidence and commitment of companies to enter and expand their offer in any worldwide market.

The key output is an International Sales Growth Plan, focusing on a specific target market and customised for the business. The International Selling Programme gives participants a solid foundation for planning export success in the UK, US, and other significant markets such as Asia Pacific and Africa.

The programme is accredited by Technological University Dublin and participants have the opportunity to earn an internationally recognised diploma in international selling.

Ideal candidates for the programme are CEOs, directors or emerging leaders in the Sales and Marketing Team.

Learn more [here](#) or contact Programme Manager [Mariam Dadabhay](#)

# eiLearn Digital Learning Platform

The eiLearn learning platform helps Irish businesses address their growth challenges through its digital learning activities, management development content and programme supports. This customised content is designed to equip businesses with the practical skills to drive international growth under our 6 business pillars:

- Sales & Marketing
- Finance
- People & Management
- Operations
- Innovation
- Strategy

eiLearn can support your journey to achieve global success. Learn more [here](#).



# GRADSTART

GradStart will support companies with ambitious growth plans to employ up to three graduates on a rolling basis for a two-year contract duration for each graduate. This placement provides salary support for the employment of graduates with a minimum Level 6 qualification on the National Vocational Qualifications Framework or equivalent. The offer will be available to all Enterprise Ireland client companies who meet the programme criteria.

The graduate will complete a project as defined by the company and linked to their overall growth plan. The company will identify an in-company mentor to work with the graduates and provide an infrastructure that supports their development for the duration of the graduate(s) employment.

Where a company has a clear requirement for a graduate with language proficiency and recruits a graduate with language proficiency, Enterprise Ireland will provide:

**Financial support of €42k (21k per year on a maximum allowable salary of 30k per year) or 70% of individual graduate salary costs (whichever is the lesser),**

\* there is a limit of three graduates at any one time (dependent on company size and eligibility).

The company must clearly demonstrate the specific purpose of a language graduate and how that language will be utilized to deliver on the project.

Graduates may work in any area of the business excluding roles related to direct sales and direct marketing.

Find out more [here](#) or contact our [GradStart team](#)



