



## New training for ICT companies:

# “How to market your outsourcing services successfully to European clients?”

The interest for offshore ICT sourcing is growing in Western Europe, and India has become a well-known outsourcing destination. However, for most ICT service providers, finding clients is not easy. Many marketing efforts are required to gain entry into a foreign market. In addition, there is a lot of competition – not only from India, but from a lot of other countries as well, for example from Eastern-Europe. And for young or small ICT companies, growth in export is even more difficult.

For this reason, companies need to take a long term vision and a strategy, while preparing a sound export marketing plan. These are the topics to be covered in our new training program.

### **‘Expand your business by working on an Export Marketing Plan’ (1 or 2 days)**

The purpose of this training is to support ICT service providers by transferring knowledge about strategy and marketing for outsourcing, so that they can successfully market and sell their services to European clients.

The training will not only give a broad overview about export-related topics; the participating companies can also make a start with their individual Export Marketing Plan. This will be done via a training of one or two full days, consisting of two modules:

- Module 1 provides basic information about ICT outsourcing and offshore sourcing, especially from the client perspective. Topics include the (dis)advantages of offshore sourcing, the global demand, managing offshore teams and country and partner selection. The branding of the provider country will be discussed as well.
- Module 2 will make a start with discussing the Export Marketing Plan. It deals with the key features of successful ICT exporters, the Business Audit, Market Research, and an overview of the main European Union markets for outsourcing. The focus will be on the development of a Market Entry Strategy. With ample attention on how to enter an export market and how to develop leads, including the use of various marketing instruments (both offline and online promotion). Practical and real-life examples will be given.

The specific contents can be adapted to the participants:

- a 1-day training for mature ICT service providers, with already some exports, and interested to grow the number of foreign clients or export markets, or:
- a 2-day training for young companies or start-up firms without (or with limited) foreign clients, but interested in exploring opportunities for export.

The training will be given by Paul Tjia, founder of GPI Consultancy. For more than 20 years, he has been active in the Netherlands as an independent consultant in the field of offshore sourcing. Paul is also the co-author of the handbook ‘Offshoring Information Technology. Sourcing and Outsourcing to a Global Workforce’ (Cambridge University Press), which can be purchased at Amazon: [www.amzn.to/xegoU9](http://www.amzn.to/xegoU9).

Dedicated training material will be made available, and some external speakers might be invited as well. The working language will be English. The training can be requested (and co-organised) by a local ICT association, a BSO (Business Support Organisation) or a group of companies.

### **Individual coaching can be added**

If requested, the companies that participate in this training program can also receive individual coaching. Following the last Module, the trainer can spend extra days on location, in order to meet the participants at their office and to discuss their individual marketing issues. Depending on the needs of the company, specific topics and questions that are related to the training program can also be covered.

### **National Export Strategy Design**

A National Export Strategy (NES) provides a blueprint for competitiveness and development of a country's export sector. A comprehensive analysis is undertaken at the national and institutional levels to identify priorities for enhanced performance. Anchored in strong public-private dialogue the blueprint strengthens the links between export development and socio-economic growth.

It is possible for the trainer to take part in discussions related to the design of a National Export Strategy, with a focus on the ICT sector.



Examples of the training: Amman (Jordan)



Skopje (Macedonia)

## **For further information**



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