

Diving into New Waters: An International Marketing IT Seminar



asociația patronală a industriei de software și servicii

Organized by:

Date/Time: Monday, November 21st, 10.00 AM

Location: TotalSoft Board Room
TotalSoft Office
Calea Serban Voda, nr. 30 - 32,
Sector 4, Bucuresti

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Event Sponsor:



Xalles Overview

Xalles Limited is a business management innovator, providing business strategy and systems implementation services to firms in the supply chain, logistics, transportation, financial services and information technology industries around the world. Xalles Limited, The Business Navigation Specialists™, is based in Washington, DC.

Xalles Limited is currently looking for alliance partners who have complimentary software products to support supply chain business processes.

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Agenda

- Xalles Overview
- International Markets for IT Products
- Product Packaging
- Distribution Channels
- Creating a Marketing Strategy
- Conclusion and Next Steps
- Questions and Answers

Seminar Benefits

- Improving your understanding of international markets through a brief comparison of North America, Europe, Middle East and Asia-Pacific foreign markets
- Rate your own products' international marketability using our scorecard
- Learn whether it makes sense to respond to U.S. based RFPs
- Discover the latest trends in the U.S. IT marketplaces and how your firm may take advantage of those trends
- How to use 3rd parties effectively to expand your local presence
- How to improve your international product packaging
- How to exploit your products' strengths and develop a Unique Selling Proposition

Speaker

Thomas W. Nash

Mr. Nash is an experienced project director for systems implementation projects, a change leader, business strategist and problem solver. He is also an author, trainer, international public speaker and business advisor. He has run Xalles and its predecessor companies for 9 years. Mr. Nash is currently on the Board of Directors of 6 companies spanning Asia, North America, and Europe. He is a public speaker on 4 continents, and has provided business advice to more than 200 firms worldwide. Mr. Nash also trains companies using Xalles' proprietary programs including "Successful Systems Implementation", "Problem Solving POWER™" and "International Marketing for IT Firms". His speaking experience spans conferences, associations and special training events, presenting to audiences of up to 800 people.

Xalles Seminar Contact

Rui Lopes

Rui Lopes has extensive international business experience in North/South America and Europe. While overseas, Mr. Lopes operated as a consultant on international business development negotiations and international market entry strategy development for several software companies.

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