

Expression of Interest for Export Training Services

Atlantic Canadian Grow Export Project 2021

Background

The goal of the Grow Export 2021 program is to promote export to Atlantic Canadian companies that have not explored export or who have not engaged strategically in the global marketplace, and to provide tools to support future export related endeavors. Building on the success of the Grow Export 2020 program, which saw 32 companies complete export training, this Grow Export 2021 program is designed to continue to engage entrepreneurs, raise export awareness, and support growth through training, coaching and access to experts.

Grow Export 2021 will be cohort based and the education will focus on a series of workshops conducted virtually throughout the year.

Scope of Services Required

- Workshops will be held virtually and recorded (group size will range from 8-32)
- Workshop topics will include a variety of export readiness skills from export finance to sales and marketing;
- One on one coaching for participants upon request.

Timeline

Recruitment of Atlantic Canadian companies is planned for April – May 2021, with the onboarding, needs assessment and first training occurring in June 2021. Training, coaching and one on one meetings will continue until the wrap up of the training components in January 2022.

Expression of Interest Submission

To express interest as a potential trainer and coach for the Grow Export 2021 project please complete the following application form and submit via e-mail.

Proposals must be received no later than 4:30pm ADT, April 30th, 2021.

Proposals must be submitted electronically to:

Erinn Smith, Executive Director

NS Association of CBDCs

erinn.smith@cbdc.ca

Ph: (902) 384-3346

Application form

Applicant name: _____

Business Name: _____

Address: _____

City: _____ Province/ State: _____

Postal Code/Zip Code: _____ Phone: _____ Cell: _____

E-mail: _____

Please detail your work experience related to business growth and export readiness training and include relevant experience in virtual training delivery:

What export topic would you be interested in delivering (check all that apply):

- Customer Discovery – Finding your ideal export clients
- Social Media Marketing – Understanding Digital Marketing as an export tool
- Sales – Scaleable sales processes, systems and tools designed for small business
- E-commerce – Understanding the basics and the tools and platforms to make e-commerce easier
- Cash Flow – Planning a 12-month export cash flow based on real life numbers
- Pricing – Building your export pricing model that is flexible and supports decision making

Names for three (3) references with e-mail addresses where similar services were delivered:

1. _____

2. _____

3. _____

Please attached a copy of your resume or CV with your submission or a company bio

Signed: _____ Date: _____

Print Name: _____

