

Press release: Wednesday January 8 2014

## **IRISH EXPORT CONSULTANCY ANNOUNCES NEW SERVICES FOR EXPANDING SMES**

**Dublin-based export consultancy Exportise today launched an expanded range of services for Irish SMEs looking to break into international markets.** Including bespoke market auditing, sales training, export strategy development and active prospecting, Exportise's new service offering provides the entire range of export sales skills needed for small and medium enterprises to generate new export business.

*With 62% of Irish firms growing exports in 2013, and 80% saying they expect exports to increase in 2014 (according to the Irish Exporters Associations' Export Ireland Survey 2013), it's clear that there are business opportunities abroad. But the Irish export story doesn't have to be all about the multinationals, says **Paddy Lyons, Managing Director of Exportise**. We can directly work with Irish SMEs to help them identify, approach and profit from international opportunities.*

Exportise's significant client experience to date places it in an ideal position to work successfully with Irish companies in this regard. In addition, Exportise works closely with Enterprise Ireland: the consultancy was recently awarded a contract to devise and deliver EI's Sales Pipeline Management training series, part of their "Excel at Export Selling" programme, and is an expert consultant on EI's Strategic Marketing Review Programme.

*Now is the time for small to medium businesses to be looking beyond our shores, particularly to European markets that are sometimes overlooked, but are close to home, economically recovering and generally receptive to our way of doing business, added Paddy Lyons. Exportise's services are designed to give those SMEs the export sales firepower they wouldn't ordinarily have.*

**For information on Exportise:** see [www.exportise.ie](http://www.exportise.ie) / 01 4433901.

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