

## EXPORTISE WORKING WITH MULTIPLE IRISH SMES TO DEVELOP EXPORT BUSINESS

Dublin-based export consultancy **Exportise** has secured a substantial client base of Irish manufacturing and service SMEs in 2014, with whom it is working to secure international business as they venture into exporting for the first time, as well as assisting established exporters to expand into new markets and improve their sales processes.

Some of our current and recently completed projects include: International market analysis for **Aladdin Schools**, who specialise in education sector MIS software; bespoke export sales training and mentoring for finance sector IT company **ICE Cube**; export sales structure development for **Post Formed Systems Ltd**; bespoke sales training and CRM adaptation for construction sector supplier **Celuplast**; and the establishment of a Danish operation for labour solutions company **SilverBack Staffing Ltd**.

In addition to these projects and ongoing work as an outsourced international sales team for several long-standing clients, Exportise has expanded this year, adding marketing & pr services, particularly digital, to the client offering. It's been a busy 2014!

*We've consolidated our position as a go-to export sales and marketing support for SMEs in Ireland in both the manufacturing and service sectors. We've had great success with new exporters and with those which have an existing international presence but needed additional support, guidance or sales fire-power, says **Paddy Lyons, Managing Director of Exportise**. We believe helping SMEs to export is a keystone of national economic recovery and we're excited to be a part of that.*

Exportise continues to work closely with Enterprise Ireland, delivering EI's Sales Pipeline Management training series, part of their "Excel at Export Selling" programme and working with EI Development and Market Advisors as an expert consultant on EI's Strategic Marketing Review Programme. Paddy is also an Enterprise Ireland Advocate, helping potential exporters identify their development agenda.

### ABOUT Exportise

**Exportise** works with Irish SME clients to assist them in the development and growth of export sales. Exportise services, including bespoke market auditing, sales training, export strategy development and active prospecting, provide the entire range of export sales skills needed for small and medium enterprises to generate new export business.

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

For media information: contact [annette@annettenugent.ie](mailto:annette@annettenugent.ie) / 086 6820971.