

# Strategic Export Marketing Program (SEMP NB) 2017

## What is SEMP-NB?

The **Strategic ‘One-on-One’ Export Marketing Program (SEMP-NB)** is designed for B2B companies eager to boost their international sales and market share. It is additionally beneficial for companies who lack an official export marketing strategy or would like to enhance their existing strategy.

This is a new program, similar to the first SEMP NB program which ran successfully from Fall of 2015 to June 2016, involving nine companies.

## Where and When?

Over a 5-month period in your boardroom, ten companies will be involved in individual (one-on-one), hands-on consultation and mentoring including strategic planning, marketing planning and execution of their marketing plans.

Further, there will be two days of workshops for all program participants to learn about key tools of the marketing trade. Central location to be determined for convenience.

The program will commence in September 2017.

## Who should consider attending?

The Strategic Export Marketing Program (SEMP-NB) is designed for B2B companies planning to increase international sales and market share.

Companies with goods and services in the following industries would benefit most from the SEMP-NB:

- Manufacturing
- Industrial Fabrication
- Mining Supply and Services
- Energy
- Aerospace and Defense
- Oil and Gas
- Transportation



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## Why is this program beneficial?

Working directly with an international export development advisor, you will develop an array of marketing tools and strategies that will increase and diversify your international client base.

Led by Jon Baird, former Managing Director of the Canadian Association of Mining Equipment and Services for Export (CAMESE), the program includes up to five months of customized 'one-on-one' consultation and features a customized, and confidential, two-day workshop with your senior management team to:

- Develop a corporate strategy that will serve to map your export development strategy;
- Select and effectively use the appropriate marketing tools for export; and
- Develop and implement a strategic plan and an international marketing plan.

Additionally, you will join representatives of the other companies in the program for two-days of marketing seminars. The topics covered in the seminars will help you develop core competencies to sell internationally.

Seminar topics may include:

- Advancing from a 'sales' to a 'sales and marketing' organization
- Creating a unique brand signature
- Customer relationship management (CRM) to automate business, sales and marketing processes
- Selecting, motivating and controlling foreign sales representatives
- Advertising and PR for domestic and international markets
- Web strategies
- Investing in a corporate culture that 'creates' sales for your company
- Maximizing your international trade show presence
- Securing your intellectual property protection
- Leveraging Export Development Canada services (EDC)
- Creating a successful marketing mix
- Conducting effective secondary market research – tips, tools and resources

Following the marketing seminar, the consultant will return to each firm for a review of the strategic and marketing plans that they have developed over the program.



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## Other Considerations

This program is open to New Brunswick companies only. There should be several participants per company in the two-day strategic planning session that may include the owner, executive management, business development director, sales manager and others. Each company may require time allocation of up to 30 person-days over a five month period. There may also be a need to develop the human and financial resources to implement the marketing program.

## About the SEMP – NB Leader



As a scientist and engineer, Jon Baird has been involved in international marketing and selling to the international mining industry for most of the time since his graduation in 1964. This career has taken him to 71 countries in search of mining business opportunities and taught him several languages. For most of his 28 years with Scintrex Limited, Jon developed that company's marketing and selling program that made the company a first-choice in geophysical exploration instrumentation around the world.

From 1993 to 2014 he has been Managing Director of CAMESE, The Canadian Association of Mining Equipment and Services for Export, (CAMESE, [www.camese.org](http://www.camese.org)) a trade association existing to support Canadian firms marketing to the world. Jon now consults actively, having delivered marketing-oriented strategic planning to over 60 SME B2B firms in the last five years.

## What previous program participants are saying?

### Maritime Hydraulics

Excellent program – helped position our company to tackle new export market industries.

Kim Carruthers, President



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## Measurand

Thank you for another day of you sharing your experience with us. As ever, we gained further insight into ways we can improve our marketing strategy. The Semp program and yourself have played a critical role in transforming our business and marketing plans.

Of all the programs that come about through Federal and Provincial means, this one must go down as one of the very best, the most timely and the most helpful for businesses like Measurand.

*Fraser Carpenter, Marketing Manager*

## Johnson Enterprises

We are very pleased with the outcome and your guidance during this exercise. We feel it is very valuable to our company and look forward to executing our plan.

*Corey MacDonald, Director of Sales & Business Development*

## Vic Progressive

I have read through your report and wanted to thank you for all of your efforts. I think it was quite insightful and your recommendations throughout the process have helped our team develop what I believe to be a great go forward strategy.

*Laura Araneda, BBA, D.Litt., President*

## Interested.....Apply now!

Ten companies will be selected to participate in the upcoming Fall session, so be sure to apply now!

The participation fee per company is \$2,925 plus HST.

To apply, and for additional information, please contact:

Tara Devlin-Huys, CBDC Charlotte-Kings

Tel: (506) 466-5055, ext. 3

[tara.devlin-huys@cbdc.ca](mailto:tara.devlin-huys@cbdc.ca)



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**Application**  
**SEMP NB – Strategic Export Marketing Program 2017**  
**For New Brunswick Companies**

***Corporate details for applicant company or business:***

Company : \_\_\_\_\_

Head Office Address : \_\_\_\_\_

\_\_\_\_\_

Web Site: \_\_\_\_\_

Annual Sales: \$0 to \$5M \_\_\_\_\_ \$5M to \$15 M \_\_\_\_\_ \$15M+ \_\_\_\_\_

Number of employees: 1 to 25 \_\_\_\_\_ 26 to 75 \_\_\_\_\_ 75+ \_\_\_\_\_

Brief description of goods and services offered: \_\_\_\_\_

\_\_\_\_\_

Brief description of industrial sectors served: \_\_\_\_\_

\_\_\_\_\_

**Key contact person for the SEMP NB program:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Office Telephone: \_\_\_\_\_ Cell Telephone: \_\_\_\_\_

E- mail: \_\_\_\_\_

**Names and titles of key people to participate in the two-day Strategic Planning Session, as applicable:**

Owner: \_\_\_\_\_

President/CEO: \_\_\_\_\_

Finance: \_\_\_\_\_

Production: \_\_\_\_\_

Marketing: \_\_\_\_\_

Sales: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

**Strategic planning and marketing:**

Do you currently have a written strategic plan? Yes \_\_\_ No \_\_\_

Do you currently have a written marketing plan? Yes \_\_\_ No \_\_\_

How many employees are engaged in sales and marketing? \_\_\_\_\_

Sales within New Brunswick \_\_\_\_\_ % ; sales in the rest of Atlantic Canada \_\_\_\_\_ %

Sales in the rest of Canada \_\_\_\_\_ % ; sales outside of Canada \_\_\_\_\_ %

List the countries, if any, to which you have supplied products or services in the last 3 years \_\_\_\_\_

\_\_\_\_\_

List regions, countries or continents in which you feel that there is a market for your products or services and which you are interested in pursuing: \_\_\_\_\_

\_\_\_\_\_

Indicate which of the following marketing tools you currently utilize:

Social Media \_\_\_\_\_ Print Media \_\_\_\_\_

E-Commerce \_\_\_\_\_ Direct Mail / Email \_\_\_\_\_

Trade Shows \_\_\_\_\_ Market Research \_\_\_\_\_

Industry Association Membership \_\_\_\_\_ Other \_\_\_\_\_

### **Your expectations**

What do you hope to achieve by participating in this program?

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## **Participant Agreement**

We understand that, if our application for participation in the SEMP NB program is accepted, we will be receiving consulting services valued at \$10,000.00, for which we will be paying a participation fee of \$2,925.00.

We understand that the key people listed above will be expected to attend a two-day strategic planning session held solely for our company in our locality.

It is intended that up to ten firms may participate in the program. After each has received the two-day strategic planning session, a two-day workshop with two or three participants from each company will be held in locations in the province chosen for best logistics, given the locations of the companies participating.

After the workshops are completed, the consultant will return to each participating company for a one-day session at which the company will present the strategic and marketing plans which it has developed based on the results of its strategic planning session and what it has learned from the workshops.

**Please accept this application for our participation in the SEMP NB program:**

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please forward completed application to:

Tara Devlin-Huys, CBDC

Tel: 506-466-5055, ext. 3

E-mail: [tara.devlin-huys@cbdc](mailto:tara.devlin-huys@cbdc)



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