

# Global Sales Strategy Workbook



You're confident your company could thrive globally. But do you know where or how to begin the international expansion process?

Use this Global Sales Strategy Workbook: an all-encompassing, hands-on tool to help you design and execute your global expansion and increase your sales — all while minimizing risk.

## **Download the workbook to learn:**

- Where to grow your sales team first.
- How to conduct a market analysis, product review, competitive analysis, and more.
- How to set clear and realistic goals to measure success.