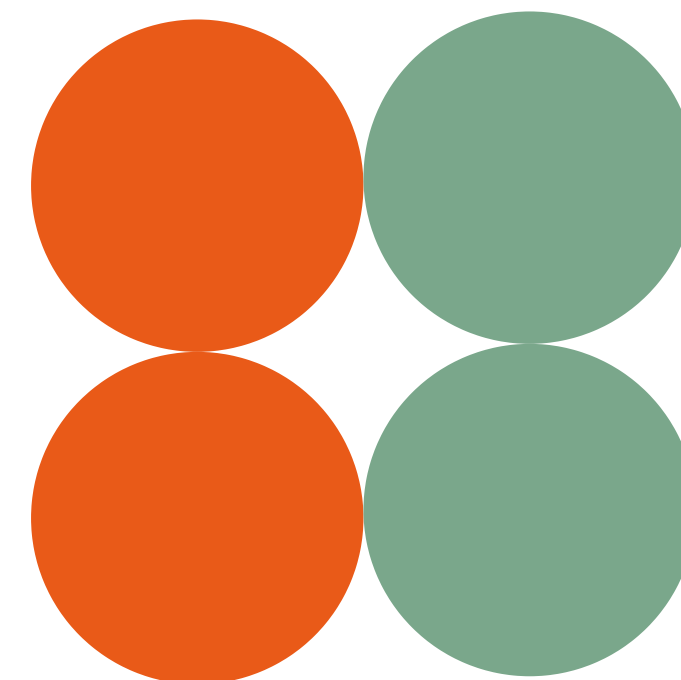




**Isabelle Roy
consulting**



Simplicity and respect in
supporting your business



Isabelle Roy

Chèque Relance Export



Opérateur Agréé



After 25 years of experience in various positions in international trade, marketing, product development and management of multicultural teams, I created my own consulting firm to help small and medium-sized businesses deploy their corporate strategy. I do this while respecting their values, listening to their needs, sharing ideas and over time. Internationally, I bring them my expertise in interculturality and also in the financial construction of their project. Flexibility, curiosity, empathy and a good sense of organization are essential in this professional context. Sharing my experience with others is important to me, which is why I participate in seminars and give courses in business schools and companies.

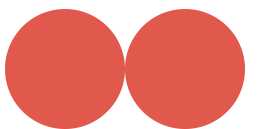


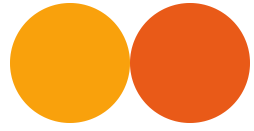


Areas where I work:

Implementation of the international development strategy :

- Audit of the company and analysis of its needs (SWOT)
- Sales strategy proposal and implementation
- Marketing strategy proposal and deployment
- Sales and marketing business plan
- Choice of an internal or externalized export department, job descriptions and associated tasks. Assistance in recruiting dedicated personnel
- Search for appropriate financing

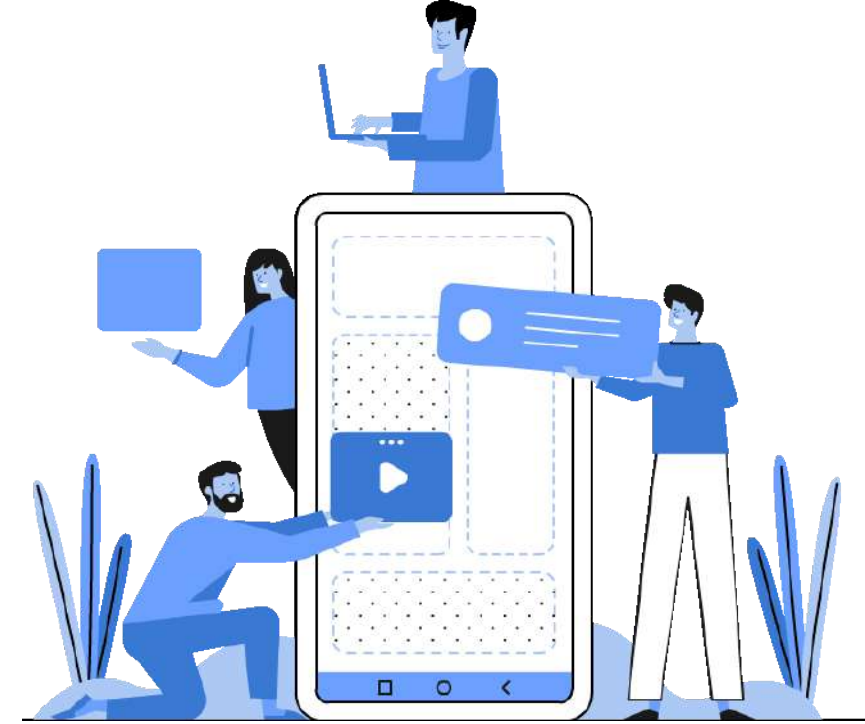
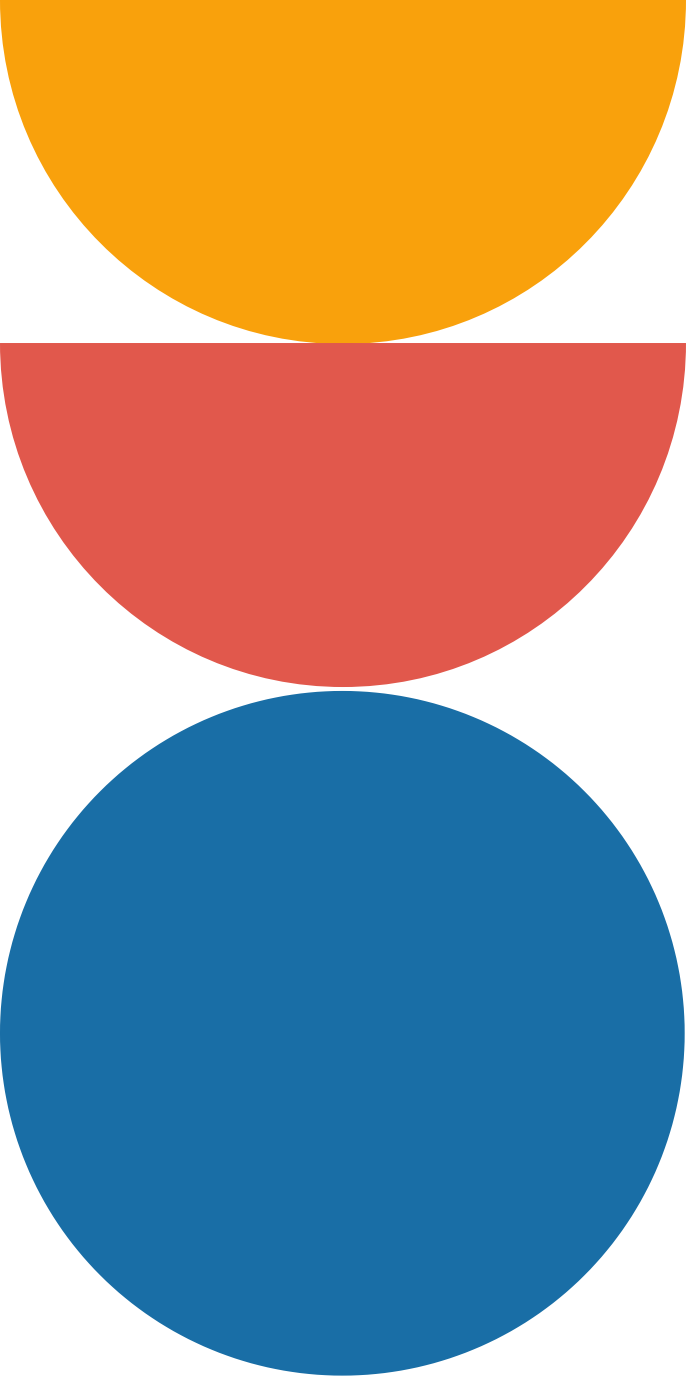




Management of sales and marketing teams:

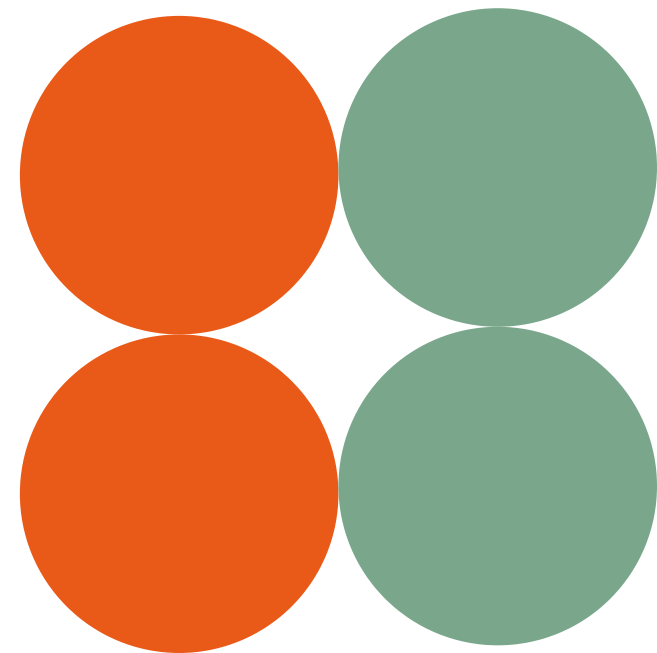
- Work organization, time management and priority setting
- Management of internal and external sales teams
- Delegation and sharing of tasks and responsibilities
- Managing of sales meetings
- Implementation and follow-up of recruitment

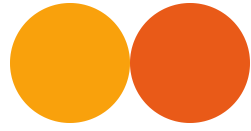




Development of international sales:

- Elaboration /Monitoring of budget
- Elaboration of tariffs, based on the cost prices and the needs of the company
- Follow-up of payments/releases
- Elaboration of sales tools, promotion, communication
- Launch of new products and follow-up of projects
- Repositioning of product lines, diversification of commercial outlets - Work on sales support, both paper and internet (website, Facebook pro, LinkedIn.)
- Organization of sales tours, participation in trade shows





Organization of seminars/trainings in marketing and international sales:

- Short inter and intra-company trainings on catalog but also on demand or individualized.
- Various topics: incoterms 2020, Brexit and customs formalities, international transport and associated documents, international sales contracts, international payments...

