international trade / export consultants

Tender Title:Winning Pitch Associate Pool for Wales 2022

# Background

Winning Pitch is one of the most experienced, high growth business coaching businesses in the country. We bring proven business insight and powerful solutions to help unlock growth in start-ups, ambitious small businesses plus larger organisations looking to scale rapidly. We help businesses and the people behind them grow faster and further than they imagined possible.

​

For local and central Government, we design, deliver and manage high value business support programmes focussed on accelerated growth. This includes programmes focussed on international growth through export support initiatives.

​

Our authenticity is founded in our personal experience of having travelled the road to high growth ourselves.  We’ve being doing this for over 30 years, and we now address a community of over 13,000 fast growing businesses across the UK. Acquired by Newable Group in January 2021, we are now on our next chapter of growth and looking for similarly minded independent Advisors and Consultants to help us succeed.

# Requirements

Further to winning a number of new contracts in Wales, we are currently looking to increase our pool of experienced associates and partners for 2022. As such, we are interested to hear from you if you have a successful track record as an Export Adviser/Consultant. The primary requirements of this sub-contracted role are to:

* Provide research, advice and consultancy to help new exporters successfully trade overseas for the first time.
* Provide research, advice and consultancy to help existing exporters increase their market share in current overseas markets and successfully enter new markets through tailored specialist one to one support.

Whilst this is primarily a call for a programme for Welsh-based businesses, consultancy delivery is currently 100% virtual; so requires no time or expenses to cover travel or accommodation.

On receiving an Export Consultancy project specification, we look to match our Associate Consultants to the project brief. This typically involves scanning our pool of Associates to find Export Consultants who have the best fit in terms of:

1. the export topic the client needs support on (e.g. How to select the right Country Market, How to select an overseas distributor, How to set up an overseas operation, etc)
2. the country market (or regional markets) being considered by the client
3. the specific Sector/Industry our prospective client is operating in

**Types of projects you could be working on**

The type of projects will vary depending on sector, country market and type of export support requested. A typical project will be 10 days and involve working with a Welsh-based small to medium sized business to help them overcome one or a combination of the following exporting challenges:

* development of a practical export strategy/action plan
* export market research projects
* specific sector overviews by country market
* selecting the optimum country market
* identifying the most appropriate route to market
* international marketing and promotion overseas
* export documentation/paperwork
* selecting and managing overseas partners
* setting up an operation overseas
* transportation and logistics
* financing your export venture
* use of E-commerce for international business
* optimising overseas exhibitions, trade fairs and Trade Delegations
* International licensing and Intellectual Property

We would not expect anyone to be a “expert” in all of the above, however, we are looking for genuinely experienced and knowledgeable Consultants who can demonstrate they have a track record in a handful of these support topics.

Ideally we would be looking to put forward an Associate who has knowledge, skills and experience of the required export topic, but also a track record of successfully delivering in the prospective client’s overseas target market and ideally with real experience in their sector/industry.

# WE WOULD LIKE TO HEAR FROM YOU IF

You believe you have the requisite:

* Export Consultancy skills and knowledge
* Specific and deep experience of at least one overseas country market or region
* A successful track record of Export support within a specific sector(s) or industry

# How to Respond

To apply to join Winning Pitch's Associate Pool for Wales please visit our website at [www.winning-pitch.co.uk/apply](http://www.winning-pitch.co.uk/apply) to download our Skills Matrix and Profile template. You should then complete this template and email it to [c.moores@winning-pitch.co.uk](file:///Users/steve.young/Desktop/Welsh%20Govt%20ITD%202020-22/Call%20for%20Consultants%2022/c.moores@winning-pitch.co.uk) with the subject heading **Associate Pool for Wales 2022** by 6th June 2022, together with a covering letter.

* Covering Letter should include;
* confirmation that you have or will obtain
  + Professional Indemnity (level of cover to be a minimum of £500,000)
  + Public Liability (level of cover to be a minimum of £500,000)
  + Employers Liability (level of cover to be a minimum of £500,000)
* preferred standard day rate for your services and any reduced rate offered for a guaranteed number of days / period of work
* Curriculum Vitae

**Please Note:** Acceptance into the Winning Pitch Associate Pool for Wales does not guarantee that you will be offered work. However, where Winning Pitch enters into successful bidding opportunities and contracts for Business Support & Start-Up Services, we will select appropriate Associates to deliver the services & issue contracts at that time.