

**Emerge**

**€2800 consultancy support & advice to help your business develop online sales & ecommerce solutions including:**

* E-Marketing- How to promote and sell online
* Associated Website updates/ design
* Promotion through social media
* SEO optimisation
* Identification of sectoral e-markets
* Advice on online payment systems/ retail/ billing/ security

It is 100% funded by InterTradeIreland and the application process is both simple and quick.

Further information on eligibility criteria and how to apply are available at <https://intertradeireland.com/covid-19-supports/e-merge>

**Elevate**

Specifically aimed at Micro-Enterprises, Elevate provides up to €5,750 (including VAT) of consultancy time to help you to identify and capitalise on cross-border sales opportunities.

You choose the Advisor from an expert panel that suits your business needs and they will work with you to develop a winning sales plan and fast track your cross-border exporting journey. It is **100% funded** by InterTradeIreland and can provide the following support to your business:

* Assessment of in-house sales capability and skills
* Export Readiness assessment of the business
* Identification of sales leads/prospects
* Development of a cross-border sales and marketing plan
* Advice and guidance on design of marketing materials

Further information on eligibility criteria and how to apply are available at [www.intertradeireland.com/sales-growth/elevate](http://www.intertradeireland.com/sales-growth/elevate)

**Acumen**

The Acumen programme aims to enhance the capacity and capability of SMEs to take the first formal steps onto the export ladder by helping to fund an experienced and skilled sales resource to help businesses to identify new opportunities and win new sales in the cross-border market.

There are two funding options available under the Acumen programme:

**Part-time Sales Support -** Acumen will fund up to 50% or €10,0000 towards the cost of a Part-time Sales resource for a 6-12 month period.

**Full-time Sales Support -** Acumen will fund up to 50% or €18,750 towards the cost of a Full-time Sales resource for a 12 month period.

Companies that have availed of Acumen support typically report:

* Average €280k new business development/sales.
* Improved understanding of how to trade within a cross-border market.
* Increased knowledge of Cross-border sales opportunities.
* Focused and efficient cross-border sales and marketing strategy.
* Enhanced capability and skills of the business’s management/sales team.
* Increased ability to recruit, manage and retain a sales resource.

Further information on eligibility criteria and how to apply are available at <https://intertradeireland.com/sales-growth/acumen>

Clients can contact me directly in relation to any of the 3 programmes and we can assist them to assess their eligibility and to apply. Contact details are:

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