

Elevate

Sales development programme
for small business

Take your sales up a level



If you're a small company that needs to increase its sales, why not take your business up a level with InterTradelreland Elevate - our sales development programme for small business.

Elevate will provide financial assistance to help you identify cross-border markets and new customers across the island.

Work with a marketing expert within your industry to develop a winning cross-border sales plan for your business.

- £5k in support (or euro equivalent)
- 100% funded
- Simple application process
- One to One advice

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Eligible companies must:

- Be a small company with less than 10 employees;
- Be a manufacturing or tradeable service company with an annual turnover below €1.2m/£1m;
- Have a satisfactory track record and a trading history in their home market (minimum of 18 mths);
- Be focused on winning new cross-border sales;
- Have not generated more than 30% of their total turnover in the target cross-border market;
- Have the capacity (human, financial and production) to deliver the project;
- Have a sufficiently unique product that does not displace existing products in the market place.
- Sole traders and partnerships that satisfy eligibility criteria are also welcome to apply.

100 small companies have benefitted from the Elevate Programme to date. Here's what some of them have said:



Play Services Ireland Ltd, Lisburn

“After participating in the Elevate programme, our activity in the cross-border market has doubled. We have been able to take on two more employees as a direct result of the new business, including a marketing executive who is now working on securing further new business in the Rol market.”



Dee's Wholefoods, Cork

“The Elevate consultant we worked with was crucial on the marketing side .For a small company such as mine, I simply would not have had the expertise to carry out this side of it, nor the cash flow to employ someone for this role. Elevate allowed me to really bring my products to life and get them into shops across the island.”

Apply now

To find out more information about Elevate and to download an application form visit:

www.intertradeireland.com/elevate

or contact the InterTradeIreland Trade Team on:

028 3083 4145 (048 from Ireland)

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