



Industries Commissionerate,
Government of Gujarat
GoG-AMA Centre for International Trade



GENERATE AND CONVERT HIGH VALUE EXPORT LEADS

SUMMARY

Exporters often struggle with Generating, Nurturing and Closing High Ticket leads as it is a time taking and complex process and requires a different strategy, technique, and tools. Targeting high-value customers can help you achieve higher profits over a longer period of time.

The Program will be useful to Exporters and business owners aspiring to explore export markets, Export Managers, Marketing Managers, and Students who want to learn the tools and techniques for dealing with high-value leads.

CONTENT

- Understanding Export Markets
- Understanding and Identifying High Value Leads
- Short term Value (STV), Lifetime Value (LTV), Potential Business Value (PBV)
- Right Market Fit, Product fit
- Marketing Strategies for Generating High Value Exporter leads with Tools and Techniques
- Lead Nurturing for High-Value deals
- Closure Techniques
- Case Studies and Examples

FOR WHOM

Business Owners, Marketing Managers, Export Managers & Executives, Management Students & Faculties

DATE & TIME : Saturday, November 15, 2025 | 2.00 PM to 5.00 PM

PROGRAMME FEE : Rs. 500/- (including 18% GST)

FACULTY : **Mr. Chetan Bhojani** is Founder & CEO of Add Value Consultants, and a Global Business Management Expert with more than 26 years of experience. He is a regular Speaker on International Business and Global Business Management Practices.

CERTIFIED
ISO 9001:2015



For enquiries and nominations, please reach us at:
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