



The Riddle of the Exporter™ ISWOT

Company Name: _____

Contact Person: _____ Position: _____

Address: _____

Contact Information: _____

Company Size: _____ # of Locations: _____

Sales Revenue: _____ % Domestic vs. Int: _____

Priority to Export 1 (low) to 10 (high) _____

Country Inquiries: _____

Countries Exporting to: _____

WHAT TYPE OF EXPORTER ARE YOU?

ACCIDENTAL EXPORTER-the request comes to you

INTENTIONAL EXPORTER-you decide where to go

ACCIDENTAL ON THEIR WAY TO INTENTIONAL-some experience and want to expand

Strengths	Weaknesses
Opportunities	To Do-see next page

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Step #1- Getting Started-print up the first chapter of the workbook for free-see website **NOW**

- Export Readiness Test
- Management Commitment and Position Assignments
- Initial Financial Assessment
- How to export: direct (internet, sales agent, distributor) or indirect (EMC or ETC)
- Product adaptability: can it be done & cost
- Check scams and customer credit check 

NEXT

- Do you need product testings or certifications-**start now**
 - Do you need an export license-**start now**
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Step #2-Market Research-What does it take to get my product out of the U.S. and into another country?

NOW

- Do I need an export license-ask the 4 questions. Workbook pg. 19 and Step #5
- Determine Schedule B & NAICS for research and required on all documentation
- Determine import requirements-USEAC, Country Commercial Guide-Chp 5, Freight Forwarder

NEXT

ACCIDENTAL EXPORTERS

- Depending on import requirements, what do I need to do next-certifications, label, samples?
 - How do I ship? Need a Freight Forwarder (FF)
 - How do I get paid? Credit card, Paypal, Documentary Collections, LC for large orders
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INTENTIONAL EXPORTERS

- Set criteria, do research, create a country ranking scorecard to determine next market
 - Determine import requirements for this country-product adaptations, certifications etc.
 - Once country decided, research how to best reach this market-Gold Key Service
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Step #3-Market Entry-Pricing and market expansion

NOW

- Define your Landed Costs-contact Freight Forwarder for help
- Using the Landed Cost and country pricing differentials, nail down your pricing
- More complicated payment options should be discussed with your banker (Step #7)

NEXT

- If considering moving to Intentional Exporter: research channel distributions, marketing, Gold Key Service, trade shows (no trade shows if IP is unprotected-don't tell, don't sell, no public use)
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Step #4-Legal-Contract Issues & Intellectual Property

NOW

- Are there any legal requirements to sell in the country?
- Sales contract considerations by country-see ELAN or legal counsel
- IP considerations-do you need protection? If so, move fast before you are exposed.

NEXT

- Finalize all contracts
 - Continue with IP strategy
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Step #5 Compliance-What does it take to get my product out of the U.S. and what does it take to get it into the foreign country?

NOW

- Did you need a license? If so, you should have started in Step #1...get moving!
- Know your ECCN-Export Control Classification Number/ No License Required=EAR-99
- Even if you don't need a license, you must check the "bad guy lists"
- Did you research requirements for import? Any test, certifications, product modifications needed and completed?
- Meet with your FF again (Step #3 for Landed Costs, Step #5 for foreign regs and docs required)

NEXT

- Export Compliance Manual-start now before you get behind!
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Step #6-Transportation

NOW

- Meeting with FF to review and finalize shipping costs, regs, docs, INCOTERMS®
- Know your INCOTERMS® to understand your shipping responsibilities and risks
- Packaging issues
- POA

NEXT

- If using an LC, line up details with banker and Freight Forwarder
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Step #7 Payment & Finance

NOW

- Did you check your client's credit? Are they legitimate? (Step #1)
- Be sure you can get your money out of the country-look at country risk and payment controls
- Analyze payment options to reduce risk
- Set up payment options: credit card, documentary collections, LC for large orders (should already be included in the contract (Step #4 Legal)

NEXT

- Can you benefit with government finance programs? If so, check them out.
 - As you progress, look at FX strategy rather than payment in USD.
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Step #8 Cultural

NOW

- Don't forget the importance of cultural on everything-marketing, meetings, negotiations.

NEXT

- Cultural relations are ongoing and determine the success of your export ventures.
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