



EXPORTING TO THE USA

MONTHS 1, 2, and 3

BUSINESS SESSIONS DESCRIPTIONS

MONTH ONE – Preparing for Your Exports Before You Start Exporting

You must have a strong foundation to maximize the potential for success!

M1 - Week One – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants introduce themselves and their products
- Primary and Secondary Research
- Target Market Identification
- Product/Service Adaptation
- Questions and Answers

M1 - Week Two – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Permits For U.S. Entry
- Branding
- Labeling
- Packaging
- How to organize your business including financing and production
- Questions and Answers

M1 - Week Three – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- How to organize for Exporting
- Direct and Indirect Exporting
- Warranties
- Servicing
- Marketing And Sales Planning – typical components
- Questions and Answers

M1 - Week Four – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Marketing and Sales Materials Design
- Your Web Site Components or Adopting a Commercial Platform – pros and cons
- The Role of Insurance for domestic and international
- Questions and Answers
- What is next, in Month Two of the EXPORT TO USA PROGRAMS

MONTH TWO – Starting to Sell Your Exports

Your Export Sales Start!

M2 - Week One – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants introduce themselves and their products
- Strategies to best sell to consumers
- Strategies to best sell to businesses
- Strategies to best sell to government offices
- The best way to reach your target markets (B2C, B2B, B2I, and B2G)
- Elements necessary to being successful in your U.S. sales
- Questions and Answers

M2 - Week Two – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Costs and prices
- What is the image you will wish to project to be successful in your sales
- Multi-media outreach strategies, and Budgets
- Direct or indirect sales, and your Budget
- Your marketing and sales materials
- The Purchasing Decision making model for consumers, corporations, and governments
- Maximizing your outreach and your sales
- Questions and Answers

M2 - Week Three – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- The role of distributors
- Reviewing your website or using other web commerce platforms
- The Role of Blogs
- The Role of Video Marketing
- The role of special promotions
- Modes to Getting paid – Letters of credit, credit card, debt account, etc.
- Returns and collections
- Questions and Answers

M2 - Week Four – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- The importance of warranty and service – how to manage them,
- The role and importance of liability insurance in the U.S.
- The role of a suitable CRM to track your communications and your sales,
- The role of Lifestyle databases, their costs, and their utilization
- Webinars and Workshops to aid sale – managing foreign cultures
- Subscriptions – possibly an important tool leading to sales
- How, from where and when to ship
- Questions and Answers.
- What is next, in Month Three of the EXPORT TO USA PROGRAMS

MONTH THREE – Increasing Your Export Sales

Once you start selling in the U.S. market, the challenge is how to increase your business.

M3 - Week One – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- How to gain a competitive advantage
- using Key Performance Indicators and web analytics to track your success
- reviewing your marketing/sales documentation – how to improve
- Proven Promotion Strategies
- Improving customer service
- Questions and Answers

M3 - Week Two – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- A review of your current sales – best days – best hours – best tools – best messages – best videos
- A review of all your promotion strategies – editorials, public relations, advertising, digital media, social media
- A review of your YouTube, Instagram, Facebook, and LinkedIn (for OEM) postings
- A review of your conventional promotional tools
- How to increase sales
- Questions and Answers

• M3 - Week Three – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Check your profit growth and runaway costs
- Investigate logistics and freight forwarders
- Review USA agents, USA sales personnel, and Foreign sales personnel
- Investigate USA warehousing, USA legal entities, and USA operations
- Review after-sales service
- Review product sales trends
- Questions and Answers

• M3 - Week Four – 1 hour – Tuesday – Online, Interactive, Informational, Helpful

- Participants asking for assistance or clarifications
- Review your Business Plan, Marketing Plan and Sales Plan
- Consider joint ventures
- Consider strategic alliances
- Consider product line expansion
- Consider additional target markets
- A discussion on how your company can grow exponentially
- Questions and Answers
- THE AFRICA TO USA COMMERCIAL BRIDGE – membership and Bridge activities

Coaching Professors, Inc. also offers EXPORTING TO EUROPE months 1, 2 and 3. If interested, ask us for it.