

# EXPORT SUCCESS 2022

## Program Schedule and Curriculum

Toledo Regional Chamber of Commerce  
300 Madison Avenue, Suite 200, Toledo, Ohio 43604  
Hybrid sessions online and/or in person from 8:30-11:30 a.m.

### Oct. 21 – Session 1: Orientation

Topics: Introductions, orientation and program logistics

Assignment: A 15-minute presentation due July 14 on your target market and reasons for selection.

### Nov. 18 – Session 2: International Sales Process

#### **How do I sell my products internationally?**

Topics: Country analysis, landed costs & pricing, different sales channels, marketing, payment & distribution

### Dec. 16 – Session 3: International Marketing

#### **How should I promote and market my products and company?**

Topics: Traditional marketing, web marketing, e-mail campaigns & social media

### Jan. 20 – Session 4: Sales Contracts & Incoterms and Logistics

#### **What is the best way to ship my products internationally?**

Topics: Sales contracts & Incoterms, logistics

### Feb. 17 – Session 5: International Banking, Payment and Finance

#### **What is the best way to get paid and to finance exports?**

Topics: Payment tools, navigating banking in other countries, export finance, and currency exchange

### March 17 – Session 6: Country/Region Focus

Topics: To be determined

### April 14 – Session 7: Cross Cultural Communications and International Travel

#### **What do I need to think about when actually being overseas for business?**

Topics: Everything from what colors to avoid wearing, to where you should sit, and how to exchange a business card

### May 19 – Session 8: Export Plan

#### **How can I develop and execute an export plan?**

Topics: Resources to develop an export plan and a walk through of an export plan

### June 16 – Session 9: Legal Issues

#### **What legal issues are common in international sales?**

Topics: International contracts & terms of sale, compliance, etc.

### July 14 – Graduation

#### **Presentation of export plans and awarding of certificates**

*\*Session from 9 a.m.-noon*