



EXPORT SUCCESS SESSION OVERVIEW

Session 1: Orientation - September 21

Topics: Introductions, orientation and program logistics

Homework: For graduation, prepare a 15 minute presentation on which market you will target and why

Session 2: International Sales Process: How do I sell my products internationally?– October 19

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

Session 3: Legal Issues: What legal issues are common in international sales? – November 16

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

Session 4: International Marketing: How should I promote and market my products and company? – December 7

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

Session 5: Logistics and Incoterms Rules: What is the best way to ship my products internationally? – January 18

Topics: International shipping and Incoterms rules

Session 6: International Banking, Payment and Finance Issues: What is the best way to get paid and to finance exports? - February 15

Topics: payment tools, navigating banking in other countries and export finance

Session 7: China Day– March 15

Topics: A whole day focused on China

Session 8: Cross Cultural Communications and International Travel: What do I need to think about when actually being overseas for business? – April 19

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

Session 9: Export Plan: How Can I Develop and Execute and Export Plan? – May 17

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

Session 10: Graduation Day! – June 21

Topic: Presentation of export plans by participants and awarding of certificates

QUESTIONS?

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