
Ten key steps to successful exporting



- Research your market - does your prospective foreign customer need what you are selling at the price that will yield you a profit? What is the competition and how will they react?
- Implement an export strategy and review your capabilities - ask yourself: what would my business gain from exporting?
- Construct an export plan - define how you will enter the foreign market. Finalise human resources and marketing strategy and allocate an adequate budget to cover export start-up costs.
- Choose your sales presence - establish whether you need a direct sales operation. Or is an agent or distributor more effective? How will you manage your overseas sales presence?
- Promote your product - how are you going to market and sell your product? Customise marketing to the target country.
- Get the Customs side right - contact HM Revenue & Customs to clarify requirements. Make sure your reporting practices are watertight.
- Get paid on time - ensure your cash-flow will remain at a safe level. Guarantee sufficient credit for your future sales. Take out insurance cover if necessary.
- Choose your distribution methods - consider the implications of selling over long distances and across national frontiers.
- Transport goods effectively - assess and choose the most effective transport method and make sure the goods are insured by you or the importer.
- After-sales policy - regularly liaise with customers, export agents and banks. Monitor political unrest or other adverse conditions in the country of destination. Manage regular servicing and warranty claims.



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