



Information Sheet:

Global Marketing Assistance and Facilitating Role Continuums

The following two Continuums in this section were developed to illustrate how the three roles identified for trade assistance organization staff (awareness, networking and facilitating) interrelate to state and federal agency export promotion services.

Global Marketing Assistance Continuum

This continuum illustrates three key aspects for providing global marketing assistance:

1. Status of the firm.
2. Roles (for trade assistance organization staff) relative to a firm's export development.
3. Key Federal and State export promotion trade assistance organization staff.

As noted in the explanation of the Export Development Process continuum, a firm's status is in a range from beginning (new-to-export) to doing (exporter). Another classification that is commonly used, but not indicated in this continuum, is the exporter who is seeking new markets, often referred to as new-to-market. This means that once the new-to-export firm starts to experience export sales to a given foreign country, they are still in need of services to help them expand to other potential markets.

The roles and their definitions serve as a basis for the service provider to determine what services they are comfortable addressing with a firm. The continuum attempts to show that for a firm to successfully become an exporter, the facilitating role will generally be required. Helping a firm with awareness and networking is a great service, but usually not sufficient for them to become an actual exporter.

The key players are the federal and state resources that are usually available to provide the firm with export promotion assistance. These are generally the key export service resources available to serve firms, and should be a part of every service provider's repertoire of assistance for networking a firm (note the Identifying Your Export Network Support Team form).

Facilitating Role Continuum

This continuum illustrates the relative importance of the various agency resources available to provide export promotion assistance. It demonstrates that usually only three agencies (DOC, USDA and State Departments of Economic Development with foreign offices) can provide services that can result in a firm establishing export sales (those agencies that have overseas offices and can provide direct assistance in selecting foreign country intermediary sales representation). It also shows that the facilitating role is the one that results in helping a firm develop actual export sales (by identifying specific export services and obtaining them from these three agencies).

Please note that the relative importance of the agencies as listed is very subjective, and offered only as a guideline to the service provider in understanding the relative importance of these export resources to the firm.