



Information Sheet:

Preparing to Network

This section was designed to help you identify those key export service providers that you can use as a base for “networking” in helping a firm with specific export related needs. It consists of four parts:

- A generic **form** that provides a list of various resources that are common to export service. The form simply provides a guideline that you can use to identify key individuals in your area that you can turn to for specific export expertise.
- “Using Your Export Network” — an explanation of the **Exporter’s Outline and Checklist**, and how they can be used as guidelines for developing a firm’s **export readiness**.
- The **Exporter’s Outline** — a single page outline highlighting those key points for exporting that most firms will take into consideration in their export development process.
- The **Exporter’s Checklist** — the same items in the **Outline**, put in question format.

Note: The **Outline** and **Checklist** were created to help the export service provider work with individuals who are pre-export (U.S. Department of Commerce terminology!) and generally not well enough acquainted with exporting to know what questions to ask. They often have some initial questions, but they lack the means for putting all the aspects in an easily grasped fashion. The **Outline** provides an excellent “visual” means for showing someone new these key aspects.

Another problem faced by the trade assistant is maintaining congruity in explaining all the aspects of exporting. Firm’s questions can often be in such varying areas that providing answers might still not give them an **overview** or **picture** of the total key points (firms generally ask where they can sell their products, which can then be followed by questions relating to translation, or getting paid, or any of a myriad of thoughts they might have at that time — all good questions, but lacking any continuity for learning!).

The **Checklist**, which is the same information in question format, was created so the key points could be discussed (merely listing them in outline fashion didn’t necessarily provide the reader with an understanding of how to ask about them!).

Many times simply providing a firm with copies of the **Outline** and/or **Checklist** provides a service that can be very beneficial to a firm in developing an understanding of the many aspects of exporting.