



Information Sheet:

Using Your Export Network

Background

The **Exporter's Outline** and **Exporter's Checklist** were created to help provide a “flow” to discussing and understanding the various aspects of exporting. When a firm starts exploring their global market opportunities, they obviously have a lot of questions. And, the more they learn about international, generally the more questions they have! The **Exporter's Outline** serves as an excellent visual presentation, can help generate questions for those people who “don't know enough about exporting to ask questions,” and can be used to bring back “on track” one-on-one discussions with potential exporters. The **Exporter's Checklist** is simply the **Outline** in question format.

The Exporter's Outline and Checklist

The organization of the information was broken down into two facets:

- Those things that a firm should be aware of that are considered to be **Internal** — meaning items that the firm should consider to prepare themselves for getting involved in exporting.
- Those things that are considered to be **External** — items that will affect the performance of the company once they begin to serve international markets.

“Internal” Key Points

There isn't always a clear-cut definition of where the key points listed fit into a specific firm's needs. However, this breakdown provides a guideline for the export service provider to help a pre-export firm determine specific things they should consider in getting ready to export (**Internal**). These points are generally thought to be key areas of a firm's **export readiness**.

Export Readiness

This niche is generally considered by other serving agencies (state and federal programs) as an appropriate area of service for economic development economic developers. Hopefully by focusing on the items listed in the **Internal** sections of the **Outline** and **Checklist**, economic development staff will be able to implement the roles of awareness and networking in their area and create a synergism with other serving agencies.

For those staff members who are willing to provide even more assistance, the **facilitating** role can also be readily defined by helping firms accomplish those items listed as **internal**, as well as well as the “market research” portion of the **external** items.

“External” Key Points

Most export development training programs follow a standard format of covering general topics of: **Marketing; Distribution; Finance; and Legal**. The **External** items listed attempt to cover these generic areas (except for legal issues), and can serve as a guideline for facilitating a firm through the **Export Development Process**. This usually includes those things that a firm does after they are considered to be “**Export Ready**.” These would include using both government and private sector resources.