

# EXIM PARTNERS

INTERNATIONAL TRADE MISSIONS & CONSULTANTS

## Export Guide

A sample of what specific areas our export consultation and implementation services might include:

**Creating an Export Strategy:** We will assist you in determining your products' export potential; your company's export readiness; and guide you in the development of an export plan.

**Preparing Your Product for Export:** Depending on the country or countries in which you plan to initially market we will assist you in any required or recommended product adaptation, including engineering and redesign in extreme cases and where the market potential warrants such expenditures; branding; channel marketing; and if your ad agency does not have an office or on-the-ground experience in that country, assistance in selecting a short list of successful indigenous advertising and media mix; labeling and packaging; backend service, warranties, and installation (if required).

**Developing an Overseas (export) Market Plan:** These services initially involve market and cultural research for your specific product(s) to determine potential market acceptance and expected minimum sales volumes.



**Putting together an Export Advisory Team:** Depending on what geographical markets you have decided to sell to, this team could include individuals from your state government, district export councils, commercial banks experienced with export clients' needs, local ITA export assistance staffers, etc. We will help you cull the list down to the specific agencies and



individuals who can get things done and are not yet another trap for wasting time, effort, and money in spinning your wheels. If your products are like most, there will be a specific window of opportunity for getting into a market and establishing market share before other companies, both foreign and domestic, see the potential and either beat you to the punch or step on your parade and dilute your efforts.

EXIM PARTNERS, LLC

1.425.442.3373 – Phone • 1.480.393.5994 – Fax

[www.eximpartners.com](http://www.eximpartners.com) • [info@eximpartners.com](mailto:info@eximpartners.com)



**Organizing and developing Methods and Channels:**

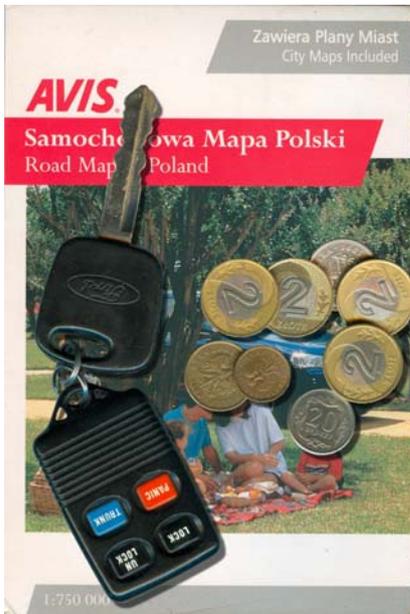
With respect to speed-to-market, a closed or open marketplace(s), we will guide your management team in evaluating available approaches to each country: direct or indirect exporting; using overseas distributors; locating reliable foreign representatives and buyers; and negotiating distribution and representation agreements.

**Making Contacts:**

Trade event programs from both the public and private sector; trade missions (inbound and outbound); industry

trade shows and proper preparations for successful participation; direct board-level contact and referral programs to potential foreign customers. Including **EXIM Partners' Platinum Launch™** program.

**Service Exports:** If you provide professional services or contracting abroad, we can assist you in customizing your service exports; provide you with specific cultural orientation classes and cultural immersion opportunities. We also provide direct marketing services for your offerings in the market or markets you wish to serve.



**“We are happy with just our domestic sales and do not wish to involve ourselves in foreign trade.”**

*The World is Flat: A Brief History of the 21<sup>st</sup> Century* is a book by Thomas Friedman written about the very recent phenomenon of the leveling of the international playing field when it comes to marketing and communication. What Friedman means by "flat" is "connected": the lowering of trade and political barriers and the exponential technical advances of the digital revolution that have made it possible to do business, or almost anything else, instantaneously with billions of other people across the planet. He wants to tell you how exciting this new world is, but he also wants you to know you're going to be trampled if you don't keep up with it. Don't let that be your company's epitaph.

**Contact EXIM Partners** today for information on how to begin the process to entering, expanding, or restructuring your approach of overseas sales and marketing.