Steps to a Successful Export Sale

- Assess the Market
- Evaluate the Product
- Move your Product
- Find Qualified Buyers
- Choose the Terms of Sale
- Obtain Trade Financing
Step One

• **Assess the Market:**
  – Evaluate the overall country risk and determine general market conditions

**Considerations**

- Micro Market
- Macro Market
Step Two

• Evaluate the Product
  – Determine the effort and costs of selling your product in the foreign market

Considerations:
Product Modification
Product Cost
Step Three

• Move Your Product
  – Nothing hurts the export operation like bad distribution

Considerations:

Product Distribution—direct sales, agents, dealers, trading companies, etc.

Shipping—cost-effective methods—air, rail, ship or overland
Step Four

• Find Qualified Buyers
  – Identify a qualified buyer who will fulfill contract

Considerations:
  Develop a short list of qualified buyers
  Assess the ability and performance of the potential importer
Step Five

• Choose the Terms of Sale
  – Establish agreed sales and payment terms

Considerations:

Price quotations and shipping terms
Sales Terms
Payment Mechanisms
Currency
Step Six

• Obtain Trade Financing
  – Do you need financing support
  – Pre-export and/or Post-export

Considerations:

  Determine your financial needs
  Choose a trade finance bank
  Provide the bank w/ complete information package.