

## **ExporTech™** is a proven path to export success.



Develop a customized, action-oriented export expansion strategy and start growing your business. Graduates of ExporTech have achieved sales increases averaging \$900,000 in 6-9 months after completing the program.

## Driving growth is the key to success

Business growth comes from three sources:

- Increasing existing sales
- Bringing new products to market
- Exporting

Forward-thinking Wisconsin companies are taking advantage of the explosive growth seen in other parts of the world. Today, 95% of consumers are outside the United States, and small to midsize Wisconsin companies are profiting from this global demographic.

Successful companies are tapping into new markets with a customized export expansion strategy. They've done the analysis and they're targeting the top two or three countries that have the greatest revenue potential and the least risk.

## How ExporTech™ works

A carefully selected group of up to eight non-competitive companies will participate in a 12 week virtual program with group and customized personal coaching between sessions. Participants will learn how exports can dramatically drive growth, identify hurdles to expansion, and develop a customized international growth plan.

Success in exporting relies on executive support. ExporTech requires commitment from at least two top senior executives, i.e. owners, CEOs and other executive leadership.



### Part 1

Rationale & Strategy for International Growth

The International Imperative

Successful Export Strategies

Plan Template

Learning Priorities

OUTCOME

Gain commitment & explore strategy

#### Part 2

Mechanics of Exporting

Custom Agenda based on identified company needs

e.g. Financing, Export Licensing, IP Risk or Logistics Export coaches work one-on-one with you.

#### Part 3

Customized Export
Growth Plan

Panel Review of each company plan with expert feedback and coaching

#### OUTCOME

Create International Growth Plan

#### OUTCOME

Identify and remove obstacles

# **Focused on Results**

Export coaches

with you.

work one-on-one

## Results gained at Lucigen - President's E-Award Winner:



- ► Increased export sales in key markets 61% in first year, almost tripled in second year.
- ► Increased sales in Scandinavia 36% in first year, and more than doubled in second year.
- Gained insight into logistics needed for Lucigen specific products.
- Identified key markets for sales growth.
- ► Implemented distributor management tools: forecasts, sales plans, sales reports, etc.
- ▶ Participated in Trade Missions to China & India.
- Used Gold Key Services from US Commercial Services to search new partner in Scandinavia.









Funding in part through a Cooperative Agreement with the U.S. Small Business Administration



#### For more information contact:

Roxanne Baumann Director of Global Engagement baumann@wmep.org 262.442.8279

