

## Strategic Growth Through Exporting

### The ExporTech™ process:

- ▶ Join a carefully selected group of up to eight non-competitive manufacturers where you identify your gaps and hurdles to expansion and develop your customized export plan to dramatically drive growth.
- ▶ Your executive team gains access to real-world experts, individualized coaching to develop your export growth plan emulating best practices of highly successful exporters. Everyone on the ExporTech team brings years of manufacturing export experience.
- ▶ Identifies your knowledge gaps and drives improvements with best practice global strategies and tactics.
- ▶ Fully develops your value proposition and strengthens your market differentiators.
- ▶ Identifies countries with the least risk and greatest return on investment potential utilizing a customized market research scorecard.
- ▶ Builds your sales channel strategy, competitive pricing in-country strategy (often companies can double their prices and command it), marketing plan, three-year P & L with clear break even and profitability, and your action plan for execution.
- ▶ Vets your final plan with real-world manufacturing exporters.
- ▶ Delivered in partnership with the Wisconsin Economic Development Corp (WEDC) integrating all available Wisconsin ExporTech graduate offers, grants (over \$25,000), and scholarships for plan implementation.
- ▶ Implementation is key. WMEP sticks with you as you drive for measurable ROI and business results.

Wisconsin's program leads the nation in business results and has been named "Best in Nation" by the U.S. Department of Commerce. This is the only program nationwide to graduate Governor's Award winners, US Department of Commerce President's "E" Award and "E STAR" winners for year-over-year revenue increases. Nearly 200 Wisconsin manufacturers have graduated from the program, each averaging close to \$1 million in new export sales.

ExporTech™ is a 12 week program with group sessions along with customized personal coaching between sessions.

### Who should participate?

Crafting strategy requires your top executive team: CEO/President, CFO/Controller, VP Sales or equivalent.

### Virtual sessions begin soon!

- Group Session 1: Week of Feb 20, 1-3:30 daily
- Group Session 2: Week of Mar 27, 1-3:30 daily
- Group Session 3: Week of May 8, 1-3:30 daily

**The Participation and Scholarship application is due Jan 31, 2023. You can find it here:**  
[wmep.org/exportech-scholarship](http://wmep.org/exportech-scholarship)

Contact Roxanne Baumann, [Baumann@WMEP.org](mailto:Baumann@WMEP.org) for pricing and scholarship availability.



**Join the growing number of ExporTech graduates winning awards with solid revenue increases:**

### Wisconsin Governor's Export Award Winners:

- ▶ 2020 Gross Automation
- ▶ 2019 Gamber-Johnson & PIC Wire & Cable
- ▶ 2018 Gehl Foods
- ▶ 2017 Lucigen Corp
- ▶ 2016 Hydro-Thermal
- ▶ 2015 Gamber-Johnson
- ▶ 2014 Prolitec



### President's "E" Award for Export Excellence:

- ▶ 2020 Patriot Taxiways
- ▶ 2017 Lucigen Corp
- ▶ 2016 S3 International
- ▶ 2015 Gamber-Johnson & Hydro-Thermal
- ▶ 2014 Prolitec

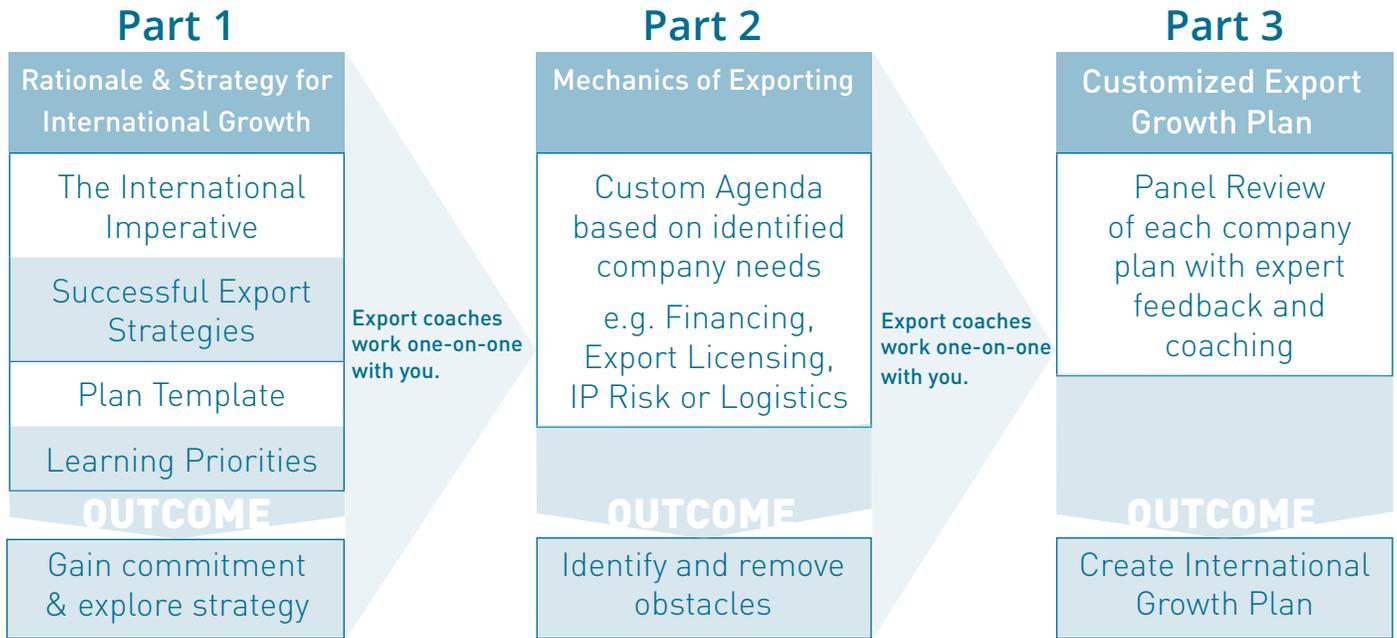


### The President's "E-STAR" Award Winners:

- ▶ 2018 Gamber-Johnson & Hydro-Thermal



# How does ExporTech™ work?



“...the ExporTech™ Network and program are an excellent launching platform for expanding a companies business.”  
*Philip Gould, Automotive Sales Manager, E. R. Wagner Manufacturing Co.*

“The [ExporTech™] experience was a great investment for the company! I would strongly recommend it to others.”  
*Chris Bessent, DVM, CEO, Herbsmith, Inc.*

“The ExporTech™ process identified key strategic markets in which to focus and the Market Assessment and Partner Search provided an organized agenda for a follow-on visit to the U.K. which yielded many promising leads for potential partners. ExporTech™ helped us launch a long-term strategy to take our product to the world market. We are very satisfied with the results and process.”  
*John R. Petras, Director of Business Development, Odyne Systems LLC*

## 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.



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