



EXPORTING

*The Definitive Guide to
Selling Abroad Profitably*

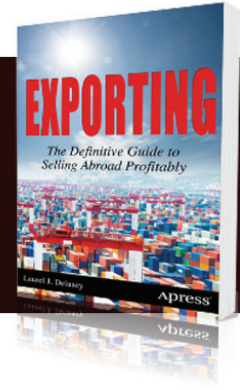
Laurel J. Delaney

Apress®

Discussion Guide

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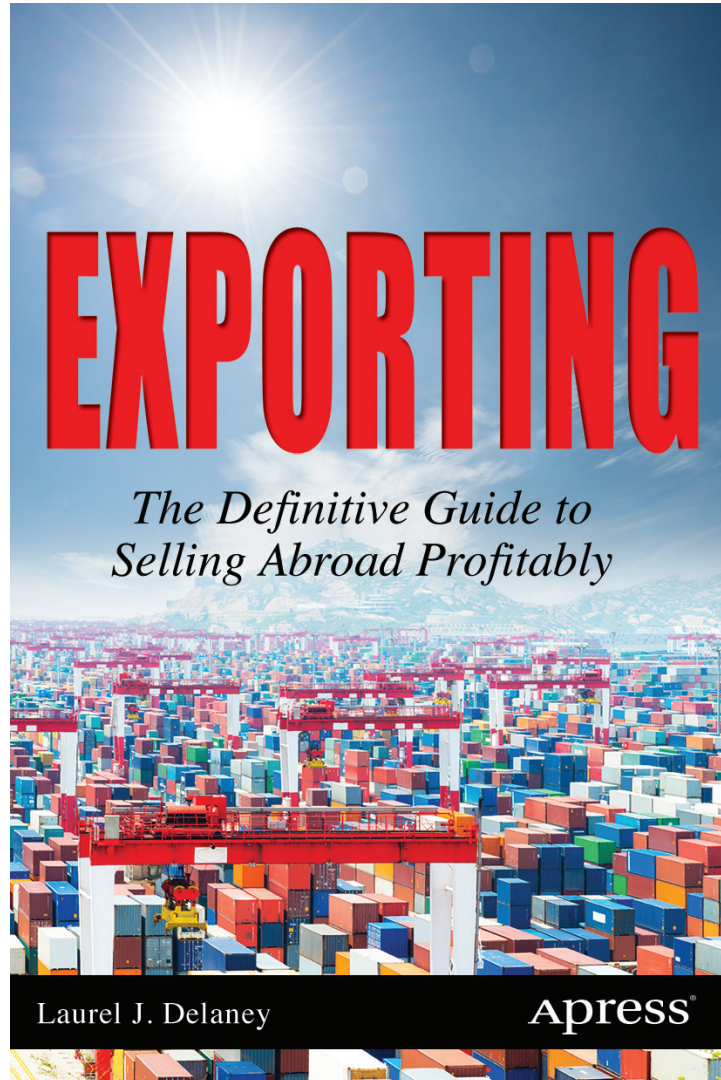
1. Delaney's central point is that "Anyone who wants to export, can. The world awaits." Do you agree? Why or why not?
2. Answer this question from *Are You Ready to Export?*: "What are the essential elements needed to be successful exporting?" Does it surprise you? List two examples from the past month where you've practiced these elements.
3. As you think about your business, what is the greatest barrier you face in exporting your product or service? Can it be overcome? Why or why not?
4. When was the last time you really failed miserably at exporting? Did you have an Export Dream Team setup? How could you have worked better with the team, if you have one, and if you don't, how could having a team to work with have helped in the situation?
5. Recall a great international sales experience you've had. Also think of one that was awful. What made the difference between the good experience and the bad one?
6. In *Creating a Social Media and Networking Presence*, Delaney describes The Big Shift from the "old entrenched way of doing things" to a "new export-market-driven way of creating growth by creating a digital presence." Give one example from your own experiences as a buyer where you've seen this shift in action. Now give one example from your own experiences as a seller.
7. Do you have a global mindset—the qualities and characteristics required to become a successful exporter? If not, what are one or two small things you could do to improve your export activities?
8. After assessing your global mindset, how did you fair on the questionnaire on pg. 11 that highlights the "state of a business?" What did you learn from it? How do you intend to strengthen your business in order to prepare it for exports?
9. Take a few moments to create your own export business plan from Chapter 2's The Back-of-the-Napkin Export Business Plan. What did you learn?
10. In the chapter on The Human Side of an Export Enterprise, Delaney describes how to spot a good global hire. Focus on one of the three questions you should ask and apply it to an upcoming interview. What happened?
11. What is the best way to find customers? How has that worked? How can you get customers to find you?
12. What impact has social media and networking tools had on your exporting activities? Do you plan to do more or less web marketing in the future to build up your business?

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13. Flash back to the last time you received an email from a prospective overseas customer where you could not understand one word because it was in a foreign language. How did you react? Web Design with the World in Mind is a must read to understand the importance of web globalization. Have you made any changes at your business as a result?
14. There are several factors to consider when determining whether a direct, indirect or collaborative sales strategy is best for you. What is most important? Revisit the analysis in Methods of Exporting (p. 279).
15. Is there anything you can't buy online almost anywhere (p. 116)? What has been the driving force behind e-commerce? Why is it important to your business?
16. Pricing a product or service for the export market, determining its landed costs (the total cost of a product once it has arrived at your buyer's door, for example) and presenting the costs in quotation form are critical steps in the international sales transaction. What does price determine for your business (p. 323)?
17. In Chapter 20, Delaney offers 26 pages on how to get paid on an export transaction. Choose one method and apply it on your next export transaction. Make sure you consult first with your banker on ways to improve it.
18. Could you be tempted to make improper payments through intermediaries (wholesalers or sales agents, for example) to foreign government officials to win business in another country? Why or why not? Brush up on the chapter on Global Ethics.
19. At the end of the book (p. 507) are 12 keys to export success where each represents the culmination of the learnings and insights in this book. Think about what you are exporting and ask yourself whether you have what it takes to achieve success. Share your answers with your team, colleagues, friends, peers and other trusted advisors.
20. After reading this book, what is one thing you will do differently with your business? Why?

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