

Export / International Assessment Questions (3/18/18)

Questions	Further Explanation
1. Current status of international sales	Objective: identify exporters, assess experience level and export potential
<ul style="list-style-type: none"> · What are your current international or export sales (dollars or % of total sales) 	
<ul style="list-style-type: none"> · How many countries do you export to? 	Many companies export to only a few markets. They may have additional growth potential by expanding into new markets.
<ul style="list-style-type: none"> · Which category below best describes your company? <ul style="list-style-type: none"> ▪ New-To-Export (0 markets, 0% international) ▪ Moderate Exporter (1-9 markets, <20% international) ▪ Experienced Exporter (≥10 markets, ≥20% international) 	Moderate and experienced exporters often have additional growth potential as their product or service is already in demand in international markets. New-to-export companies may also have potential, if they are receiving foreign inquiries and are ready to invest resources to develop export sales.
<ul style="list-style-type: none"> · Do you receive inquiries from foreign markets that you don't currently sell to? 	Excellent indicator of international demand for a company's product or service.
<ul style="list-style-type: none"> · Is there additional opportunity in global markets that you have not yet tapped? 	Indicator of whether the company perceives opportunity.
2. International growth plans	
<ul style="list-style-type: none"> · How much do you want to grow your overall sales in the next three years? 	
<ul style="list-style-type: none"> · How are your domestic sales right now? Growing / Flat / Declining? 	
<ul style="list-style-type: none"> · In order to achieve your revenue or profit goals, what do you need from the international business? How does international fit into your growth plans? 	This section is intended to understand whether the company wants to grow, whether they see international as an important part of that growth plan, and whether they invest resources in export growth.
<ul style="list-style-type: none"> · Do you have a strategic or business plan that incorporates international? 	
<ul style="list-style-type: none"> · What would you see as the objective of pursuing international more aggressively? <ul style="list-style-type: none"> ▪ Revenue or profit growth? Diversification? Exposure to new innovations, applications? Not ceding international markets to competitors? 	
<ul style="list-style-type: none"> · Have you assigned staff and budgeted resources to pursue international markets? 	
3. Key challenges / barriers related to international sales	
<ul style="list-style-type: none"> · What are some of your key challenges or barriers related to international sales? 	This section is intended to identify potential needs for export assistance.
<ul style="list-style-type: none"> · Have you spoken with (state trade organization) or the US Department of Commerce / US Commercial Service to understand how they can support your international growth? 	