

APPERSON

Apperson Passes the Test: A+ in Expanding Their Global Reach



If you attended K-12 school in California at any point in the last 60 years, there's a good chance your teacher has used an Apperson product. Created in 1955, Apperson is a family-owned business in Cerritos, California and is responsible for a variety of products and software used for educational testing, records and surveys. Apperson can electronically and instantly capture data and the results of tests for teachers so that they don't have to review and score tests individually.

While Apperson has a strong footing with the domestic educational community, the business hit a crossroads around 2012. Abel Garcia, the Vice President of International Sales at Apperson, recognized an opportunity. *"We had strong domestic sales, but there were only so many growth opportunities left in the U.S.,"* he explained. *"We wanted to move forward with expanding internationally."*

Primarily, Apperson was looking for a strategic plan to compete in international markets. The company had previously exported to a few countries, such as Mexico, Malaysia and Australia, to answer inquiries, but there had never been an official exporting strategy put in place. Simply put, international business was only being done on an "as-requested" basis.

"We were looking for guidance on tailoring the best exporting strategy," said Garcia. *"And in the end, we went to CMTC for those recommendations."*

CMTC had a program called ExporTech™ suited to Apperson's needs which Apperson decided to participate in. Through ExporTech™, C-level executives were trained to develop a strategic and accelerated exporting plan. This was accomplished through three workshops over the course of three months, along with individualized coaching for companies in between.

Apperson's management team was educated on some of the best practices and most common pitfalls of exporting as a manufacturer. The company was also introduced to a panel of previous ExporTech™ graduates who answered specific questions and provided further insight as fellow California exporters.

During the last workshop, Apperson presented their finalized exporting plan to a team of exporting experts for evaluation and assessment for improvements. By February 2013, the plan was complete and ready to be implemented.



Following ExporTech™, Apperson experienced a huge boom with international sales. They were able to expand to over 12 overseas distributors and begin business in a variety of new countries, including Guatemala, the Philippines, Bangladesh, and several more. They were also able to recognize new opportunities for growth, such as implementing a re-launch of a product translated entirely in Spanish to make it more marketable overseas. Additionally, Apperson has almost finished obtaining the

certification required to conduct business in the European (EU) Market which, once done, will open up their opportunities even more.



At the start of the ExporTech™ program, Apperson generated approximately \$233,000 in international sales. They are now extremely active with building new exporting networks and in 2015 now reach over 31 countries.

“CMTC’s exporting services were critical to helping our company strategically enter international markets and increase sales by more than \$233,000. Exporting is now a crucial component of our organization’s strategic growth.”

-Abel Garcia,
VP of International Sales

FEATURED CUSTOMER

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