



Time to Export

Increasing Your Sales and Profits through Strategic Global Business Development.

Consilium
global business advisors

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Timing is everything!

Maybe your company exports already, or maybe you are wondering if you should. But you're determined not to be rash. Instead you are sensibly and prudently waiting to make sure you are prepared. Good for you! Contemplate carefully. There are many important preparatory steps which must be completed before any company considers an expanded exporting initiative.

We'll dive into each in greater detail later, but a quick list of the ten most critical preparatory steps follows below:

1. Ensure that you have completely saturated your domestic market
2. Confirm that all personnel and employee issues are addressed for the next 5 years
3. Resolve all current and future customer complaints
4. Confirm that the USD is at its peak valuation and will remain fixed against all foreign currencies
5. Maximize margins – run with at least 50%GTM
6. Return all pending voice mails and ensure future calls are pre-processed
7. Complete all known and unknown to-dos to ensure adequate attention and time is available
8. Await the eradication of all forms of corruption in foreign markets
9. Ensure that all foreign markets eliminate political uncertainty/ risk and have administrations and trade policies accommodative to the US

*Imagine how absurd this would sound...
“As soon as I get payrolls run for the next three years I’m going to begin right away to find some customers.”*



And most critically of all

10. Achieve and maintain an empty email inbox

Don't consider a new initiative prematurely

Obviously I'm joking. But these only sound funny in this context – I'm always amazed at the vacuous excuses I hear from capable executives and managers. American business people, known for their ingenuity, apply it deftly when seeking rationale to forestall leaping into the “foreign” world of international business development.

“Listen carefully, I beseech you. No matter what you think, do not – DO NOT engage the 93% of the worlds’ consumers which live outside the US!”

The right time to export is NOW!

OK. No more joking...but did you find yourself feeling a little uncomfortable? Are any of those excuses close variations of ones that you might have used in the past?

The bottom line is that there is no perfect time to begin to develop your international business. There is no magical export barometer to help you perfectly gauge the optimal conditions.

The right time to export is now – when your domestic business is viable and you have a foundation from which to work.

Or maybe the right time to export is now – before your start-up becomes fixated on just the domestic market.

Or now – when domestic business has started to lose some of its luster – to stagnate.

Or rather, the right time to export is now – as consumers around the world clamor for “Made in America” products.

But wait, perhaps the right time to export is now – as you grow your business to satisfy lenders, investors, your lifestyle needs and ultimately your exit strategy expectations.

At risk of being annoyingly redundant...simply put, the right time to export is now – for nearly any company.



Working from a stable domestic base

You're not going to launch a strategic initiative (and international business should be one of your key strategic initiatives, with top level buy-in and emphasis) if your domestic market is in disarray or making payroll this month is problematic.

A company must have a reasonably stable base to ensure that adequate resources are available (for travel and marketing if nothing else) and potential orders can be filled.

But that means start early; start while you still have a reasonable domestic market position; start now!

Realistic expectations • lean start-up iterations • adaptable strategy

You won't get orders right away. You probably won't get orders for at least a year. But it's not unheard of for companies to add a 30-50% component of their sales from international efforts within 2-3 years.

Every company should approach an export initiative with realistic expectations and a "Lean Start-Up" approach – a plan, and a series of iterative experiments to refine that plan across markets, regions and vertical applications.

You won't find the best channel partners on day one. You won't predict which markets will be your home runs. But you can strategize for diversification and gradual growth.

“Our fixation on events is actually part of our evolutionary programming. If you wanted to design a cave person for survival, ability to contemplate the cosmos would not be a high-ranking design criterion. What is important is the ability to see the saber-toothed tiger over your left shoulder and react quickly. The irony is that, today, the primary threats to our survival...come not from sudden events but from slow, gradual processes...If we focus on events, the best we can ever do is predict an event before it happens...but we cannot learn to create.”

The Fifth Discipline by Peter Senge



Get Help!

It's too much to do yourself. There are techniques, tricks, intricacies and experiences that can substantially reduce the ramp up time/expense and also reduce the risk of costly errors.

There are many models of export advisory – but pick one, and then pick the firm carefully. This group should have the same depth of expertise and gravitas as your legal and accounting advisors – and yet have actual international business experience and an owner's / senior executive's perspective.

For insight into the options and key considerations in selecting a partner download our free whitepaper here on "[Selecting an Export Advisor](#)."

Need Help? Additional Consilium Resources



**Let Consilium Help Guide Your
International Business Initiatives**
Hundreds of Resources at Your Fingertips

**For more information to support all your international
business development initiatives, visit our [Export University](#)!**

About Consilium Global Business Advisors

Consilium assists companies in increasing sales and profits through global business development. The Consilium Method uses a selection of advisory services synthesized into a unique export assistance solution, which includes—Marketing Localization, Market Selection, Product Localization, Channel Model Selection, Business Development, Process Management, Government Relations, Commercial Diplomacy and other operational & administrative functions. The Consilium Model is a “big company” export model tailored for SME accessibility. With substantial real-world business experience spanning industries and regions, the Consilium principals deftly guide clients through meticulous strategic planning, comprehensive preparation, and side-by-side market execution. Clients benefit through increased revenue and profit, business stability and survivability. Diversification through carefully selected emerging and established markets also enhances enterprise value through international penetration and growth management.

Consilium is well positioned to help.

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