

# Ready to take your business to the world?



If you're a small business looking to increase sales and profit, reduce dependence on existing markets and stabilize seasonal fluctuations, then you should consider exporting.

## Why export?

- Go where the customers are - 96 percent of consumers live outside the U.S
- Two-thirds of the world's purchasing power resides in foreign countries
- U.S. goods and services are in high demand worldwide
- Easier to ride out fluctuations in the U.S. economy and more likely to stay in business
- Increased sales and profits
- Become more innovative, agile and inventive
- Your competitors are exporting

Every year, thousands of U.S. companies, just like yours are increasing their bottom line by selling overseas and meeting demand for innovative, high-quality, **MADE IN the USA** products and you can too. Start your export journey today!

## Develop your Export Plan & Strategy (all sessions are virtual)

### 1-hour Pre-Training Session

Readiness Assessment  
Opportunities  
Overview of Training

### 2-hour Weekly Sessions (4)

Guidance and Resources  
Develop an Export Plan and Strategy  
Implementation Schedule

### 1-hour Post-Training Session

Evaluation of Export Plan/Strategy  
Opportunities and Challenges  
Next Steps

## SIDO's Program

Practical approach to export training that will provide you with expert advice, guidance and resources to develop a plan and strategy to begin exporting. SIDO's program is flexible in addressing your needs and intentional in maximizing your time.

### Outcomes:

- Organizational Readiness Assessment
- Identifying Target Markets and Entry Strategies
- Export Compliance (U.S. and foreign regulations)
- **Export Plan & Strategy**

## Cost & Registration

**\$1500 for two company participants**

**Registration:** [sidoamerica.org/new-to-export-training/](https://sidoamerica.org/new-to-export-training/)

Training costs may be reimbursed through your state's STEP Grant Program

Additional services can be purchased for a fee:

- Counseling Service (10 additional hours of Coaching support \$1000)
- Export Plan Professional Service (written plan \$1000)
- Market Research (\$3000)
- Market Research + Vetted Partners Listing (\$4000)

For more information please visit: [sidoamerica.org](https://sidoamerica.org) or contact [ann.pardalos@csg.org](mailto:ann.pardalos@csg.org) for more information.



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