



SENIC Battlecards

Common Mistakes Made By Exporters

Exporting might be the missing ingredient you need to take your evolving business to the next level. But make a mistake and your magic ingredient might lead to a recipe for disaster. Although exporting is an achievable goal for evolving businesses, it is definitely not for the faint-hearted. Success requires business owners to carefully navigate a minefield of pitfalls in territory that is quite literally foreign to them. You can do it - but to do it right, you'll need learn what works and what doesn't long before you get your products anywhere near a shipping dock.

Lacked a coherent international marketing plan. In some ways, selling your products abroad isn't all that different from selling them at home. Your products won't find their way off the shelves unless you've taken the time to put together a marketing plan geared toward the consumers you are trying to reach. This gets trickier when you're dealing with a foreign customer base, but it needs to be done nonetheless.

Relied on inadequate partnerships. In the rush to take their products global, some businesses hurry through the process of choosing overseas partners. They pay the price later when their fledgling export business becomes a tangled mess of distribution headaches, marketing breakdowns, and shady transactions. Before you begin exporting, take as much time as you need to be assured that your partners are reliable.

Low commitment to exporting. If you're looking to turn a quick profit, you won't find it in exporting. Building relationships with partners and customers takes time. When business lags, some companies waver in their commitment and sit idly by as their exporting business goes down the tube. Be prepared to commit - long haul.

Neglected export customers in favor of domestic. Once you begin exporting, treat your international and domestic customers with the same level of focus and support. It's tempting to favor your domestic customers a little more since (in the back of your mind) they are still the bread and butter you can rely on. However, you are setting yourself up for failure internationally because your overseas customers will be missing out on the service that has made your company a success at home.

Failed to modify to accommodate foreign regulations and preferences. Too often, newbie exporters neglect to thoroughly translate their products and practices into the language of their target market. To be successful, you need to do modify your packaging in a way that is appealing to foreign customers, even if it means completely redesigning your domestic approach. Also, make sure that the way you do business is both culturally acceptable and legally compliant in your foreign market.



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