



# EXPORTECH™

An Export Acceleration System  
for Achieving Profitable Growth

**Do you believe your product has international sales potential, but don't know how to get started?**

**Have you received international inquiries, but haven't fully capitalized on them to generate significant sales growth?**

**Would you like to shift from a reactive to a proactive approach to expanding international sales?**

## EXPORTECH™ CAN DRIVE INTERNATIONAL SALES GROWTH TODAY!

- Provides your company with a systematic process for entering or expanding in global markets
- Connects you with the best international business experts in the region
- Assists you to develop a peer-reviewed export growth plan in 12 weeks
- Generates measurable results for committed C-level participants
- Involves a unique combination of innovative group sessions and individualized coaching

## PAST EXPORTECH™ PARTICIPANTS ARE SAYING

"The ExporTech Program was very helpful to our company. It allowed me the time to focus on making a real plan for our internal export program while gaining the tools and support from the staff. I would recommend taking the time to participate whether you have some exporting experiences or if you are new to exporting."

*Tara Dalgliesh, Sales/Export Manager  
Heartland Flax*

"I wanted to send a note of thanks to all who helped our group this year in the ExporTech program. This was one of the most informative and practical programs I have ever been through. It has prepped our company for great things to come."

*Bob Heitkamp, President,  
Midwest Applied Technologies*

"Expotech was an invaluable experience. We were able to collaborate with local businesses going into similar international countries with non-competitive products. For every country we planned to target, there was someone in the group who had already taken that path and could share their business experience. Dozens of best practices emerged at each session, helping us define our strategies in various markets."

*Brian B. Brasch, President  
Branick Industries, Inc.*

## YOUR EXPORTECH™ PARTNERS



## WHAT ARE THE BENEFITS OF PARTICIPATING?

Companies that have gone through the ExporTech™ program report significant impacts to their bottom lines:

- The average participant **increases sales by nearly \$170,000**
- Many companies **generate export sales within 3-6 months** of completing the program, and some have negotiated sales before the program's final session
- The average participant reported **cost savings of \$34,000**
- The program **saves the average company over 120 hours of labor time** by navigating them through the international growth process.

All of these sales increases and cost savings yield an impressive ROI for participating companies. The estimated average **gain in operating margin is 10x the typical investment** of staff labor time and program fees.



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*An Export Acceleration System for Achieving Profitable Growth*

## HOW DOES EXPORTECH™ WORK?

The ExporTech™ system has several hallmarks:

1. The process assists companies to develop **a simple, actionable international growth plan** – based on a series of carefully designed tools and templates.
  2. We connect participants with a wide range of reputable international business experts who help them navigate the export process.
  3. The program involves a unique combination of **group work, individual work, and personal coaching**, that allows companies to extract information that is critical to their export success:
    - During group sessions, experts are selected based on the specific needs of the participants, to educate the entire group and provide one-on-one consultations.
- Planning exercises and peer discussions are employed to help executives apply knowledge to their own companies.
  - In the final group session, **each company's plan will be reviewed and vetted by a panel of experienced international businesspeople**, to help them avoid costly mistakes and see new opportunities.
  - Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.
  - Each 3-Session program is limited to six to eight companies, to ensure quality, personalized service and attention to each company.

## WHAT IS REQUIRED?

Companies participate in three one-day group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach.



## EXPORTECH™ IS COMING TO NORTH DAKOTA

The program was developed by two of the leading organizations that provide assistance to manufacturers – the Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce – and is offered in collaboration with numerous state trade offices, and other regional partners throughout the country.

By the end of the program every company will have developed their own international growth plan and accelerated their export sales process.

### 2012 DATES:

June 5, July 10, August 14 - Location TBA

### COST:

\$995 for up to two participants from the same company. **(\$4,617 value/company)** Additional company participants pay \$395.

## APPLY EARLY, SPACE IS LIMITED

Participation is limited to eight companies, to make sure sufficient time and attention is given to each company's specific challenges.

**To apply, or for more information about ExporTech, please contact:**

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