

7 MYTHS OF EXPORTING

Don't let these hold you back!

COMPANY'S TOO SMALL

TRUTH: 97% of exporting companies are small to medium sized businesses and 2/3 of exporters have less than 20 employees. Advances in technology make it even easier for small businesses to export.

IT'S TOO EXPENSIVE

TRUTH: Grants, loans, and technological advances coupled with expert advice and assistance from government agencies make exporting more accessible than ever. Plus, many costs can be passed on to the buyer!

IP WILL BE STOLEN

TRUTH: Many protections are available, from registration with the World Intellectual Property Organization to stipulations in Foreign Trade Agreements. For more resources, visit Stopfakes.gov.

WON'T GET PAID

TRUTH: While this is a risk domestically as well, bankers and agencies such as the SBA can help with foreign payments and export financing. International trade is now so common that this risk is reduced, just make sure to complete the due diligence.

LANGUAGE BARRIER

TRUTH: English is usually enough in the business world, but when it's not, translators are readily available. Partnering with an English speaking distributor also eases the process.

DOMESTIC MARKET IS ENOUGH

TRUTH: Few markets remain static. Market diversification not only increases sales now, it helps you to stabilize seasonal markets and weather changes in the domestic economy. On average, sales grow faster, more jobs are created, & employees earn more than in non-exporting firms.

TOO COMPLICATED & AFRAID OF CONSEQUENCES

TRUTH: Technology has simplified much of the paperwork. Resources are rampant such as webinars, freight forwarders, government agencies, and export consultants to guide you through the process and help you succeed safely!

With more than 95% of the world's population and 70% of the world's wealth outside of the United States, what are you waiting for?



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