



WISCONSIN MANUFACTURING  
EXTENSION PARTNERSHIP



**Expand Your Global Growth: Be a Strategic Exporter, Not a Reactive, Accidental one!**

**Follow the 5 P's: PLAN, PRODUCT, PEOPLE, PROCESS, and PARTNERS**

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**Key Best Practices of Successful Strategic Exporters:**

- 1. They plan ahead. The executive leadership develops an export strategy, planning out 3 years with a P&L, breakeven, and profitability ROI timeline.**
- 2. They match their value proposition to macro and micro economic market indicators.**
- 3. They do their market research, using our excellent Wisconsin US and WEDC resources to help; and repeat annually with an open mind.**
- 4. They start small, focus on 3-4 key target countries with least risk/greatest ROI. They do a knowledge deep dive on their target countries; before ever putting boots on the ground.**
- 5. They leverage government resources – and Wisconsin has the best in the nation, with strong real world manufacturing and business professionals.**
- 6. They leverage scholarship and grant opportunities to accelerate export growth, building them strategically into their expansion plan.**
- 7. They internationalize their operations. Everyone in the company knows the export strategy and why; and works to support it. Execution roles get trained to support.**
- 8. They understand the export process. Executives need to understand the high level; and operational people need to understand the deeper detail. Everyone is engaged.**
- 9. They partner with transactional professionals. In addition to their tax-supported government resources, their inner circle of key advisors includes an international trade finance banker, a freight forwarder, and an export attorney.**
- 10. They read constantly, staying aware of global news, trade associations, global trends, market vertical information.**
- 11. They are aware of Export Compliance, understanding their responsibilities under US export regulations. They know the federal agencies that have jurisdiction over their products, properly classify those products, know the end use and end user of their products, and keep an eye out for red flags.**
- 12. When they get to sustainable profits, they hire a full time international sales professional to further drive the strategy. They encourage training of operational staff.**
- 13. They put their boots on the ground. Export business is built on trust; and it comes from visiting your overseas business partners and customers; while learning about the market.**

**Expotech™ - Wisconsin's program is the best in the nation!**

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