

HOW TO ENHANCE YOUR EXPORT SUCCESS

FIVE (5) EXPORT TIPS – JULY 2008

1) Do you know how to get discounted freight rates?

Make sure to ask your freight forwarder to check for backhaul or long haul LTL (less-than-truckload) rates.

Where to learn more: <http://fedex.com/us/national/quotes/>

2) Did you know that the FDA issues notices of exemption from nutrition labelling requirements to small businesses?

Exemptions can depend on the number of employees, units sold or annual gross sales. Companies have to apply for exemptions and eligibility can be found on the FDA website under Small Business Nutrition Labelling Exemption.

Where to learn more: www.cfsan.fda.gov

3) Why do you think you didn't get the order?

The three most common mistakes made by sales representatives are they didn't follow the company's buying process, didn't listen to the customer's needs and didn't follow-up.

Where to learn more: Harvard Business Review "Selling the Sales Force on Automation"

4.) Do not be caught off guard or unprepared for regulations regarding the packaging/shipping of your export?

Are you aware that numerous countries have strict regulations/guidelines as to the type of wooden pallets that are able to enter their countries? Do your shipping pallets meet your exporting country's criteria?

Where to learn more: <http://www.inspection.gc.ca/english/directory/offbure.shtml>
<http://www.inspection.gc.ca/english/plaveg/for/cwpc/ispnimp15e.shtml>

5.) Do you want to sell your product in Europe? Will your product require CE markings?

The CE marking is a mandatory European marking for certain product groups to indicate health and safety requirements.

Where to learn more: <http://www.newapproach.org/Directives/DirectiveList.asp>