



EXPORTECH™

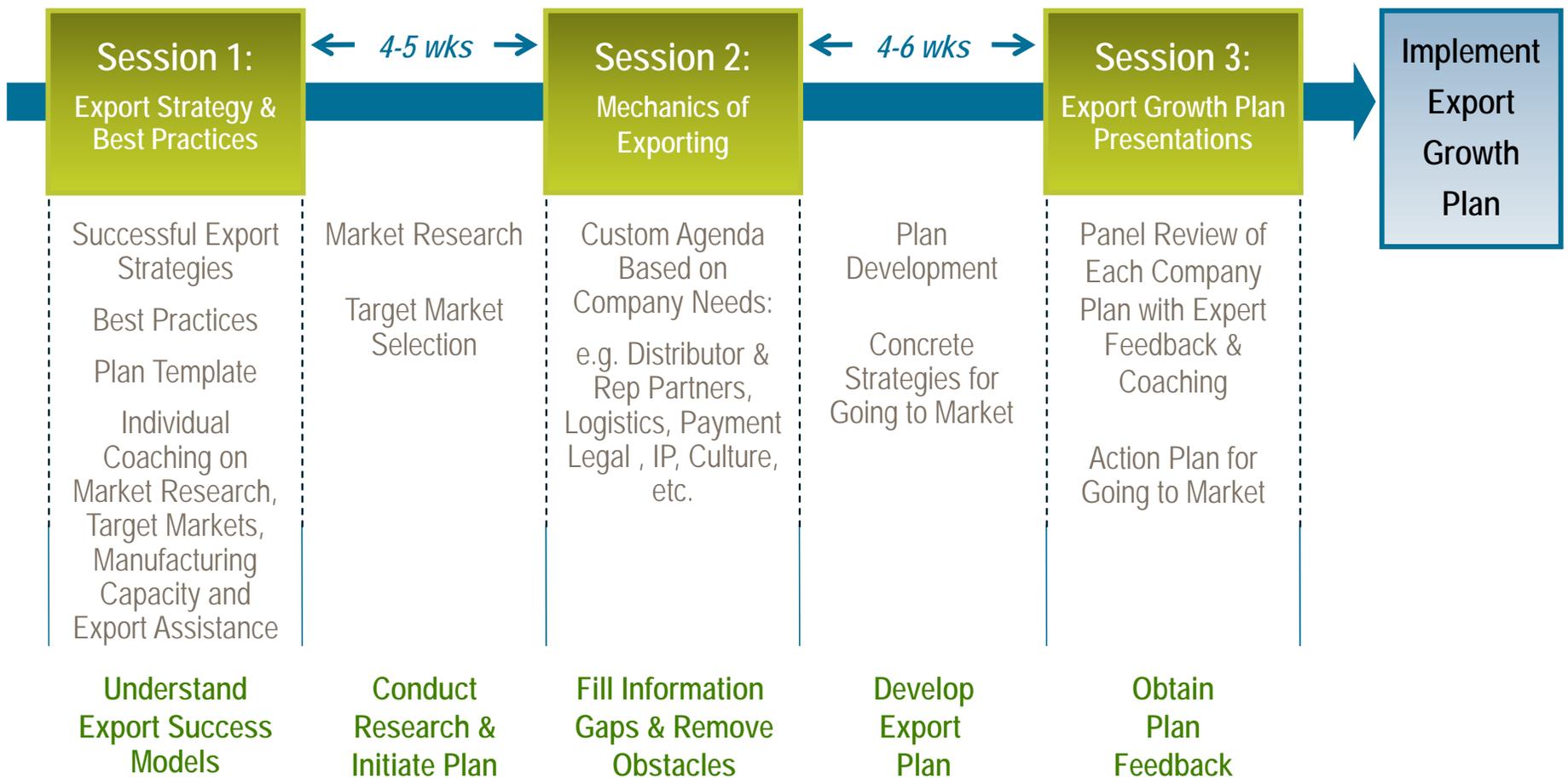
*An Export Acceleration System
for Achieving Profitable Growth*



How Does ExporTech Work?

- Objective: Accelerate entry and expansion into global markets
- Develop a simple, actionable international growth plan
- Connect participants with a wide range of reputable international business experts
- 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
- Customized to needs of companies
- Unique focus on CEO/top management success factors and strategy

Program Timeline



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.
- Grants, scholarships, and **financial assistance available**

WHO SHOULD ATTEND EXPORTECH?

- **Small to Medium Sized Companies** – Less than 500 employees
- **New-To-Export Companies:** Companies have not exported before. However, are serious about making the commitment of time and resources required to enter global markets.
- **Reactive or Limited Exporters:** Companies that export to a few customers, or focus on one, two or three countries. Are primarily reactive, responding to customers that contact them. Want to become more proactive and aggressive about international sales growth.

WHAT'S THIS GOING TO COST ME?

- Cost of the ExporTech Program is: \$5000 per company, however a \$2500 scholarship is available.
- **Your out-of-pocket cost from the program is \$2500**
- Includes:
 - Three sessions
 - Personal coaching from international business expert
 - Course materials
 - Value Package from sponsors
 - Refreshments and lunch for all three sessions
 - For up to **THREE employees**

WHEN IS THE NEXT SESSION?

- The next session is: **September 12, October 10 and November 14**, at Western Technical College, La Crosse, Wi
- The program is limited to 6 to 8 companies – advised to sign up early
- Brochures available with sign up information
- Can contact me directly (715) 222-3097 – Jeffrey Carr
- *Visit our website at www.uwstout.edu/profed/exportech*





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Thank you.



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STANDARDS AND TECHNOLOGY

