

FasTrack Export Step-by-Step Process: Phases 1-8

By W. Gary Winget and Sandra L. Renner

Why this book?

Companies are leaving hundreds of thousands, even millions, of dollars of additional sales on the table because of inefficient and ineffective global growth implementation. How can companies make more money by making exporting and global expansion easier? How can they thrive in the global market while avoiding the pain and risks associated with global markets?

The Fastrack Process offers a solution.

The FasTrack® Process provides companies a step-by-step track for maximizing their success in global markets by streamlining their export and global expansion process and exponentially growing their sales and profits while reducing overall costs.

The book guides a company through the natural flow of the export and global expansion process. It uses a start-to-finish and process-driven workflow with instructive textual guidance and detailed planning and decision-making worksheets. It is based on the consulting and training experience of the authors and the successes of real-life companies: "FasTrack provided us with a highway through a jungle of exporting uncertainties." The book contains 54 insightful case examples and over 100 resource links for Canadian and U.S. companies. FasTrack will work for companies of all sizes, in any industry, and at any stage of development, whether it be a new-to-export company or an experienced division of a multi-national corporation. A company will follow the eight-phase track to success.

Phase 1. How to Start Up a Successful Export Market Expansion Program. Organize the export program and benchmark the company against best-practice standards.

Phase 2. How to Target High-Potential Export Markets. Develop market indicators and conduct market research. Identify, select, and prioritize the highest potential target markets.

Phase 3. How to Build Export Market Expansion Plans. Identify market segments and distribution channels. Assess competitors and position products for market. Finalize target market expansion plans.

Phase 4. How to Build a Highly Effective Export Organization. Organize and internationalize the company for export and global expansion. Develop a network of export promotion and service organizations.

Phase 5. How to Build a Successful Export Distribution Network. Identify, screen, qualify and select best distribution partners. Negotiate and finalize distribution agreements.

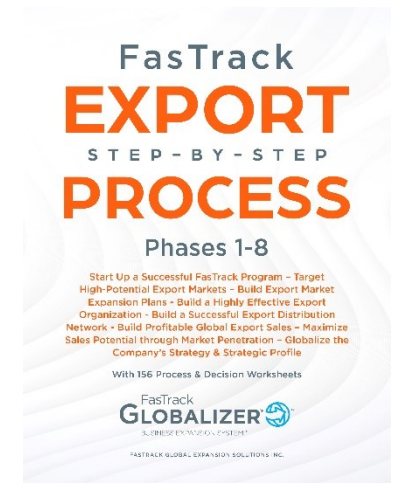
Phase 6. How to Build Profitable Global Export Sales. Prepare competitive offers. Negotiate and close profitable sales. Prepare, ship, and collect on orders.

Phase 7. How to Maximize Sales Potential through Market Penetration. Explore and select market penetration strategies with new growth and profit potential.

Phase 8. How to Globalize the Company's Strategies & Strategic Profile. Identify strategic global players and assess globalization forces. Develop globalized strategies and a strategic global profile.

About the Authors

Winget and Renner are principles of Global Resource Associates and Fastrack Global Expansion Solutions. They have forty years of experience as export and global expansion consultants and trainers. They were recipients of the U.S. Presidential "E" Award for their outstanding contribution to the export expansion program of the United States. Their initial book, *Fast-Track Exporting*, was published by the American Management Association.



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