

Gastro Gal needs help! Key considerations for new exporters!

Disclaimer: The names of exporters and their stories have been changed to protect their identity. The names and expertise of our advisors are very real and often understated. The story is funny, the advice is authentic.

Note: Mr Hal Jacobsen, an export mentor to many people, helped BettySue answer this question several years ago. Hal is no longer with us but his advice still rings true. Hal, hope you're having great export adventures in Heaven.



Dear Betty Sue,

After taking your class The Riddle of the Exporter™, we know there might be some benefits in exporting. Our store, Geeky Gastro Gadgets in Frostproof, FL, specializes in finding unique gastronomic gadgets from new inventors around Florida and the U.S. We carry items that range from a crawfish cracker, to a jalapeño seed remover to a foolproof sushi rolling kit. We are considering adding some Florida seafood spice concoctions to the mix. Right now, we have a steady flow of international orders and an increasing number of inquiries from clients overseas. One inquiry is from a kitchen specialty store in London that caters to expats. Can we export? How can we tell if exporting should be in our future?

Gastro Gal

Dear Gastro Gal,

Congratulations for considering exporting as part of your business strategy. Every company should, even if they decide it's not in the stars. A decision to start exporting should take a little more consideration than looking into a crystal ball at the local fair. A friend and colleague, Mr. Hal Jacobson who is an International Trade Specialist with SCORE and North Texas SBDC, is just the man that can help you map out your next step... or not. Mr. Jacobson is a wealth of information, having served as the VP of Quaker Oats International for 37 years with a slight break in the middle when he performed his service as WWII Air Force pilot (he asked me not to mention that he was awarded the Purple Heart ...but how could I help myself?). So let's turn it over to the expert and let him guide us in determining our future.

Betty Sue, preferring fact to fortune telling

Dear Gastro Gal,

Exporting is exciting, but glad you are taking a good look before you leap. I receive export questions all the time from all over the country and listed below are five key considerations to help you determine if selling internationally is viable for your products and your company.

1. Can your product be adapted to foreign markets?
2. Do you know your international distribution channel?
3. One size does not fit all when it comes to international pricing
4. How are you going to collect the money?
5. Cultural considerations

Hal Jacobsen

Let's get people excited about exporting!

#BettySueExportQueen

The Riddle of the Exporter™ - Export Training for Entrepreneurs by an Entrepreneur