

The Elephant in the Room: Why Are There No Exporters at Exporting Seminars? Part 1

On average, 60 percent of invited guests will show up to a party. If you invite closer friends only, about 75 percent will come. - Epicurious

What happens when you invite strangers? To a business event?

Having spoken, trained and attended numerous events over the last several years, hosted by both public and private agencies, we decided to conduct our own informal poll and found the numbers to be even worse.



We found that 90-94% of the room consisted of government employees hosting the event or speaking and service providers looking for clients. Only 6-10% of attendees were actual exporters - the people we were trying to reach.

So, why are we struggling to get the exporters into the room?

1. Marketing. Government groups know exporting, but don't understand business marketing. Recession-proofing your business (one of the biggest perks of exporting) should get everyone's attention, yet the message is lost in a bunch of government jargon.
2. Connecting. The powers that be, federal or state, may think a slew of tired blah, blah, blah marketing, impersonal emails, and links to training will cut the mustard. It doesn't!
3. Boring training. All export seminars today (except The Riddle of the Exporter™) are painfully boring and offer a slow Death by PowerPoint. The latest approach is sending new exporters to watch hours upon hours of videos. Doesn't work!

So, how do we fix it?

1. These are smart people - treat them that way. These are sharp business people who have handled many tough challenges. Showing them there is an easier way to understand a tough topic with great benefits is the goal of The Riddle of the Exporter™.
2. Change the mindset. The people of the USEAC, SBA, EX-IM, BIS, Census and state trade international specialists are full of knowledge and eager to help. You can actually reach these people by phone and they return your calls!
3. Do the uncommon. "Positive Deviance" is a behavioral and social change theory that says in any community there are people whose uncommon but successful behaviors or strategies enable them to find better solutions to a problem than their peers.

The Riddle of the Exporter™ is definitely uncommon in the world of export training. We take hard-core information, apply proven adult learning techniques and make edutainment - an entertaining, interactive, compelling learning scenario that works!

Let's get people excited about exporting!

#BettySueExportQueen

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