



# EXPORTECH™

An Export Acceleration System for Achieving Profitable Growth

Have you capitalized on international inquiries that you receive?

Interested to shift to a proactive approach to expanding international sales?

Eager to increase sales by exporting products that you know have sales potential in global markets?

## EXPORTECH™ CAN DRIVE INTERNATIONAL SALES GROWTH TODAY!

- Provide your company with a systematic process for expanding/entering into global markets
- Overcome export-related obstacles
- Connect you with international business experts
- Develop a peer-reviewed export growth plan in 12 weeks
- Generate measurable results for committed C-level participants

## PAST EXPORTECH™ PARTICIPANTS ARE SAYING

"CMTc's exporting services, specifically the ExporTech™ Program, was instrumental in helping us to increase sales."

*Richard Brent, Louroe Electronics  
Van Nuys, CA*

"The ExporTech™ Program was an amazing and invaluable experience which we feel confident will help our company grow exponentially in the international markets."

*Robert Morse, Form-X Inc.  
Orange, CA*

"You can't put a price on the value of this program - the contacts, the resources, and the knowledge I gained saved us tons of time and tens of thousands of dollars."

*Barbara Biller, IntelliTech, Inc.  
Baltimore, MD*

## WHAT ARE THE BENEFITS OF PARTICIPATING?

- Generate export sales within 6 months of completing program
- Increase sales by an average of \$170,000

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.



## YOUR EXPORTECH™ PARTNERS





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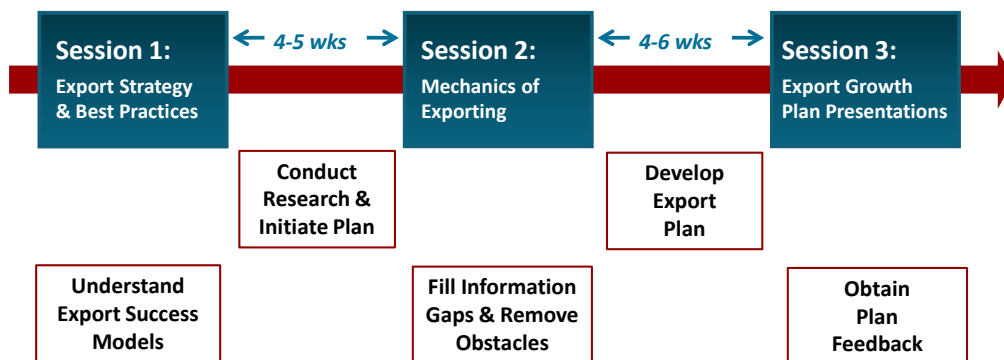
## HOW DOES EXPORTECH™ WORK?

1. The process assists companies to develop a **simple, actionable international growth plan** based on a series of designed tools and templates.
2. Connects participants with a range of reputable international business experts who help them develop and execute their international growth plans, thus realizing enormous efficiencies as they navigate the export process.
3. Integrates a unique combination of **group work, individual work, and personal coaching.**
  - During group sessions, business experts are selected based on the specific needs of the companies to educate the group and provide one-on-one consultations.
  - Planning exercises and discussions help companies develop their customized plans, and learn from their peers.
  - In the final group session, **each company's plan is reviewed and vetted by a panel of experienced international businesspeople** which can help avoid costly mistakes and see new opportunities.
  - Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.

## WHAT IS REQUIRED?

Companies participate in three one-day group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach.

## EXPORTECH™ Timeline



## EXPORTECH™ IS HERE

The program was developed by two of the leading organizations that provide assistance to manufacturers - the Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce - and is offered in collaboration with numerous local and regional partners.

By the end of the program every company will have developed their own international growth plan and accelerated their export sales process.

### DATES:

- Session 1: 09/11/2013
- Session 2: 10/09/2013
- Session 3: 11/13/2013

### LOCATION FOR GROUP SESSIONS:

Claremont University Consortium  
101 South Mills Avenue  
Claremont, CA 91711

**COST:** \$5,000 per company for 2 executives per company. **Early Bird registration:** \$3,500 per company for 2 executives per company. **ETP training offset** available for qualifying firms.

### TO REGISTER, OR FOR MORE INFORMATION, PLEASE CONTACT:

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## APPLY EARLY, SPACE IS LIMITED

Participation is limited to eight (8) companies, to ensure sufficient time and attention is given to each company's specific challenges.