



# EXPORTECH™

Do you know how to get started  
**with your products** that have  
**international sales potential?**

Have you capitalized  
**on international inquiries** that you receive?

Do you want a proactive  
approach to **expanding international sales?**

## EXPORTECH™ CAN DRIVE INTERNATIONAL SALES GROWTH TODAY!

- Provide your company with a systematic process for entering/expanding in global markets
- Connect you with international business experts
- Develop a peer-reviewed export growth plan in 12 weeks
- Generate measurable results for committed C-level participants
- Includes a unique combination of innovative group sessions and individualized coaching

## 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?

- **Increase sales by nearly \$550,000**
- **Generate export sales within 6 -12 months** after program
- **Average company saves over 120 hours of labor time** by navigating through the international growth process

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





# EXPORTECH™

An Export Acceleration System for Achieving Profitable Growth

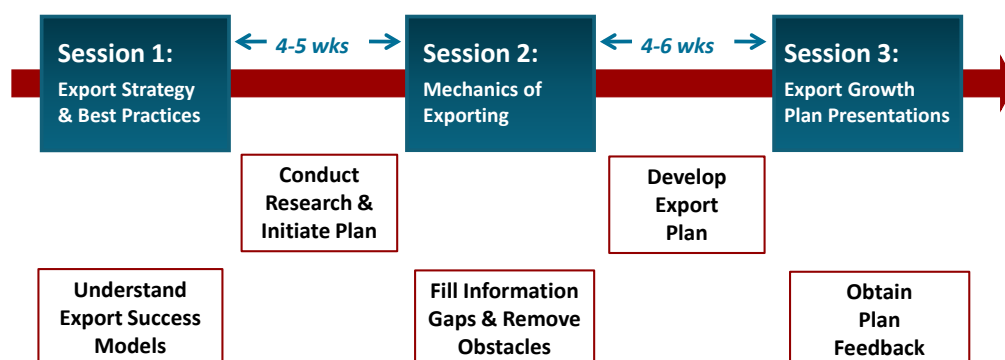
## HOW DOES EXPORTECH™ WORK?

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 the Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce and is offered in collaboration with regional partners.

At completion of the program, every company will have developed its international growth plan and accelerated the export sales process.

**COST:** \$5,000 per company for 2 executives per company. CA ETP offset available for qualifying firms.

### 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.