

WUSATA Going Global Webinars



The exports of food are a shining spot in the economy and studies show small businesses are leading the way. Attend WUSATA's Going Global Webinar Series and learn how to take your business sales worldwide with proven tactics of how to make an export sale as easy and as profitable as a domestic sale.

Companies will discover how to apply present resources to passively and actively market into the exponential growth of emerging markets, and confidently meet international buyers on mutually beneficial terms.

Getting Started: Approach & Qualification

*Meeting with a buyer at a trade mission?
Know what your buyer knows and learn to
analyze your product sales in the market.*

August 7, 2013 | 1:00pm PDT

Think Like The Buyer

*Learn the buyer "Search and Learn"
practice and how to create a minimum
export sale offer.*

August 14, 2013 | 1:00pm PDT

Face to Face Meetings: Close the Sale

*Companies will discover their unique secret
weapon and will learn tips on how to drive
the discussion toward a sale.*

August 21, 2013 | 1:00pm PDT

After Meeting Follow-up

*Failed fast, failed early, learn how to
redesign to overcome objections and how
to define the least possible changes to gain
the sale.*

August 28, 2013 | 1:00pm PDT

****All webinars will be 1.5 hours with questions and answers time built in.***

To learn more and to register for all four webinars, visit www.wusata.org/events.

We can make the world your customer!

