



**International
Trade Club**

Practical ways To Protect Your International Business Activities



Ed Murphy



Prepare for More Global Competition -

- 1. Fewer orders and Greater competition**
- 2. A need to push for the annual order**
- 3. Market Research – find markets/buyers**
- 4. Training – a need to be professional**
- 5. An Export Strategy, Targets and Budgets**
- 6. Suppliers – British v overseas, cash flow**
- 7. Could products be better but cheaper**



Actions - Enquiry to Order

- **Quotations - Conditional Offers to Sell**
- **Professional Terms, Conditions, Excls.**
 - **Security and Terms of Payment**
- **Incoterms, Prices, Despatch, Insurance**
 - **Points of Sale are negotiable**
 - **Good Export Documentation**
- **Training to increase professionalism**



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- 1. Advanced Payment**
- 2. L/C, Letter of Credit**
- 3. CAD, Doc. Collections**
- 4. Open Account**
- 5. Multi- methods**
- 6. IBAN and BIC**
- 7. Credit card small payments (e-commerce)**

Getting Paid





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A New Inter-European payment method

IBAN – International Bank Account Number

BIC - bank identifier code

Faster and less expensive

Talk to your bank



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- UK Export agent or house
- Direct eg E – Commerce
- Agents - Distributors
- Strategic Partnerships
- Manufacture under Licence
- Associate Networks
- Joint Ventures
- Multi-method

**Entering
New Markets**





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Preparation for exporters –

Good Agreements for Agents, Distributors, etc

Market Research – where to be, with who, when

Training to raise in house skills/professionalism

A serious look at product designs and costs

Conditional offers to sell and Payment security

Overseas standards/product pre-qualification

You are not alone – we are here to help you !



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Questions – your experiences

Ed Murphy

International trade and Training Dir.

East Lancs Chamber of Commerce

Tel. 01254 356400 and ask for International Trade