



# EXPORTECH™

*An Export Acceleration System  
for Achieving Profitable Growth*

*Are you struggling to take advantage of  
growth opportunities in global markets?*

*Are you reactively selling to international customers  
who find you, rather than take a proactive and  
strategic approach to international sales?*

**If so ... ExporTech is the answer!**

## **ExporTech Can Drive International Sales Growth Today!**

- Provides your company with a systematic process for entering or expanding in global markets.
- Connects you with the best international business experts in the region.
- Assists you to develop a peer-reviewed export growth plan in 12 weeks.
- Generates measurable results for committed C-level participants.
- Involves a unique combination of innovative group sessions for 4 to 8 companies in addition to individualized coaching.

## **What Participants are Saying ...**

If you're going to grow and be successful, you can't just think domestically anymore. That will stifle your business. The world is our market, particularly in our industry. You've got to be willing to go where you've never been before... and maybe where no one else is willing to go. ExporTech has given us the logistical knowledge and information so we can be very successful.

**Anthony Chandler**  
**Wilco Machine & Fab**  
**Marlow**

We are truly grateful for the mentoring and support leading up to our initial export. We have learned so very much from the vast experience and knowledge offered to us.

**Jennifer Branch**  
**A.W. Brueggemann Company**  
**Enid**

We skipped years of mistakes. It's invaluable to our future business.

**Billy McCullers**  
**SportsChassis**  
**Clinton**



## **Benefits of Participating?**

Companies that have gone through the ExporTech™ program report significant impacts to their bottom lines:

- *The average participant increases sales by nearly \$770,000.*
- *Many companies generate export sales within 3-6 months of completing the program, and some have negotiated sales before the program's final session.*
- *Efficiently connects companies with local and national experts.*
- *The program saves the average company over 120 hours of labor time by navigating them through the international growth process.*

All of these 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.

## **ExporTech Partners:**

**OCAST** »

Oklahoma Center for the Advancement of Science and Technology

**FedEx**®



**MERIDIAN  
TECHNOLOGY CENTER**



**OKLAHOMA  
DEPARTMENT OF COMMERCE**



**OKLAHOMA  
MANUFACTURING  
ALLIANCE**

**Call or E-Mail Today: 918-592-0722 or [exportech@okalliance.com](mailto:exportech@okalliance.com)**



## How Does ExporTech Work?

*The ExporTech system has several hallmarks:*

- 1.** The process assists companies to develop a simple, actionable international growth plan—based on a series of carefully designed tools and templates.
- 2.** We connect participants with a wide range of reputable international business experts who help them navigate the export process.
- 3.** The program involves a unique combination of group work, individual work, and personal coaching that allows companies to extract information that is critical to their export success:

- During group sessions, experts are selected based on the specific needs of the participants, to educate the entire group and provide one-on-one consultations.
- Planning exercises and peer discussions are employed to help executives apply knowledge to their own companies.
- In the final group session, each company's plan will be reviewed and vetted by a panel of experienced international business people, to help them 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.
- Each 3-Session program is limited to six to eight companies, to ensure quality, personalized service and attention to each company.



## Our Next Course:

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 state trade offices, and other regional partners throughout the country. Every company will develop its own international growth plan.

## Dates & Location

*Location: TBD*

- ✓ **September 6**
- ✓ **October 9**
- ✓ **November 8**

## Cost:

**\$1,500 per company\***

*(Up to 2 people from the same company;  
\$100 per person over 2)*

\*Sign up before

**August 17**

and receive an early-bird discount of \$300:

**\$1,200 per company**

## Register Now, Space is Limited!

To provide sufficient individual attention, participation is limited to the first eight companies applying.

**Call or E-Mail Today: 918-592-0722 or [exportech@okalliance.com](mailto:exportech@okalliance.com)**