

## Export Training Course 1 (ETP1)

The initial course is meant for new exporters or staff that were previously focused on domestic sales and are now taking on international.

Course	Desired Outcomes
<b>Preparing to Export</b>	Participants will learn best practices around exporting products outside of Canada, including reviewing export readiness, researching target markets, determining minimum requirements for shipping and Export Plans.
<p><b>Date:</b> Tuesday, January 24<sup>th</sup>, 2023</p> <p><b>Time:</b> 8:30 – 10:30 AM PST</p>	
<b>Course Description</b>	
<p>The opening course introduces exporting to Canadian wood product companies and what is required within an organization to be successful at international.</p> <p>Topics include assessing a company's exporting readiness, reviewing internal resources, roles and exporting requirements, performing market research, determining minimum requirements to ship products across borders and creating an Export Plan.</p>	

## Export Training Course 2 (ETP2)

Course	Desired Outcomes
<b>International Selling</b>	Participants will review best practices around selling into international markets, including understanding culture & business practices, pitching value propositions, preparing for trade shows & marketing into new markets.
<p><b>Date:</b> Tuesday, February 7<sup>th</sup>, 2023</p> <p><b>Time:</b> 8:30 – 10:30 AM PST</p>	
<b>Course Description</b>	
<p>The second course reviews best practices around selling value-added products outside of Canada.</p>	

Topics include the importance of creating a local market value proposition, local business practices and how culture affects them, preparing for in-market trade shows and common marketing & sales support tools and activities that help drive sales in export markets.

### Export Training Course 3 (ETP3)

Course	Desired Outcomes
<b>International Distribution &amp; Pricing</b>	Participants will learn best practices around selling indirectly through partners, validating & onboarding good distributors and setting margins & pricing for international markets.
<p><b>Date:</b> Thursday, February 23<sup>rd</sup>, 2023</p> <p><b>Time:</b> 8:30 – 10:30 AM PST</p>	
<p><b>Course Description</b></p>	
<p>The third course introduces the concept of indirect sales through partners in target markets, and best practices around setting good margins and dealing with international pricing.</p> <p>Topics include reviewing the benefits of indirect sales, determining partner obligations in-market, validating good partners, setting favourable margins to drive sales and determining international pricing.</p>	

### Export Training Course 4 (ETP4)

Course	Desired Outcomes
<b>International Logistics</b>	Participants will learn how to prepare products for exporting, negotiate international shipping contracts and select the best Incoterms®.
<p><b>Dates:</b> Tuesday, March 7<sup>th</sup>, 2023</p> <p><b>Time:</b> 8:30 – 10:30 AM PST</p>	
<p><b>Course Description</b></p>	

The fourth course reviews the most common topics related to shipping products internationally and how to select and negotiate terms that best fit a company's abilities, risk levels and cost thresholds.

Topics include reviewing common shipping formats for exporting, negotiating contracts and reviewing and selecting Incoterms® in order to reduce risks and help control costs.

### Export Training Course 5 (ETP5)

Course	Desired Outcomes
<b>International Finance</b>	Participants will review common international financing programs, tools & banking formats involved in selling and collecting funds in international markets.
<b>Dates:</b> Tuesday, March 21 <sup>st</sup> , 2023	
Course Description	
The fifth course reviews core concepts around financing exporting activities and what companies will run into when dealing with billing, payments and financing deals.  Topics include best practices around working with new credit sources, AR financing, currency conversion and Letters of Credit.	