



brook
training

Implementing
Business Support
Interventions to
Facilitate Change

Course Overview:

Exporting
Fundamentals and
Understanding





Content will include:

- **Export Overview**

- Benefits of exporting – how it contributes to organisational success
- How an export sale differs from a domestic sale
- Market research – basic overview of issues to take into account
- Preferential Trading areas - targeting countries who enjoy nil or reduced rates of duty on imports from the UK
- Route to market (direct to end user, agents, distributors etc.)
- Explanation of export terminology; Terms of delivery (Incoterms 2010); Export documentation requirements – EU and non-EU
- Methods of Shipment and Insurance
- Methods of Payment; How to deal with currency invoicing; Money saving Customs procedures

- **Export Strategy**

- Readiness to export - questionnaire to determine how ready the organisation is to start exporting (Each delegate to determine specific selection criteria they would need the export market to fulfil for their company).
- What information do we need before we decide to enter an export market?
- Pricing
- Export Marketing – what is involved
- Trade Exhibitions
- What skills & resources will be needed to export
- Export financing – ways of financing your exports

- **The Export Process**

- Solicited or unsolicited enquiries
- Logistics (plus role of the freight forwarder); Customs Regimes; Terms of delivery; Documentation.
- How internal paperwork simplifies the exporting process (quotation, order acknowledgement, works order, picking & packing list, commercial/export invoice)
- Departmental roles in the export process (planning, shop floor, inspection, warehouse [types of packaging according to air or sea, durability etc. compatibility of goods, security, loading – photographing], shipping, credit control)
- Proactive research
- The Export Quotation

- **Export Licences**

- What are Export Controls?
- The UK Strategic Export Control List; Military & Dual Use explained; ITAR (International Traffic In Arms Regulations)
- End Use Controls
- Getting a rating for your product
- Types of Export Licence
- Applying for a licence
- Record keeping

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- **Preferential Duty**

- What is preferential trade?
- Countries with which the EU have preferential trading agreements
- Originating rules; Supplier's declarations; Origin certification

Further content will also be included and delivered progressively using feedback from the learners, and their developing understanding. This will include specific assignments drawn from, and adding benefit to their organisation and further one- to -one learning content informed by any knowledge gaps or weaknesses in knowledge of any individuals in the cohort.

Format of Delivery

The support will be specifically tailored to the business and/or group needs and contain elements of one to one support to respond to individual's skills gaps.

The training content will be bespoke and specific to this organisation's requirements.

An integral part of the training and skills development will be one of 'experiential learning' by virtue of real, in the business project based activity.

Duration of Delivery

Delivery time and number of participants will be bespoke to employer need with specific dates and phasing by agreement with the company and Brook.

An initial meeting will take place to discuss requirements where duration and selected modules will be decided to form the training programme schedule.

Business Benefits

For businesses to achieve business growth, for many it is no longer adequate for them to rely on domestic market growth potential. However to take those early steps into exploiting export potential, barriers, methodology and processes may appear daunting.

This training will give the delegates new skills and understanding whereby exporting will be explained step by step, compliance and regulatory issues will be demystified, helping to become 'export ready'.

The training will increase knowledge, skills and capability of individuals in relation to the core capabilities that their respective roles require to help drive growth and change in the business.

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