

## **Creating and Increasing International Sales and Profits [CISP]**

### **Online Training - Detailed Table of Contents**

**Register Anytime – Start Anytime – Access From Anywhere**

This comprehensive set of materials lets you prepare for increasing international sales and profits at your own pace from anywhere in the world. It is like having your own personal mentor on call.

#### **WHO SHOULD USE THESE MATERIALS?**

This program is designed for people

- in small or medium sized firms wanting to explore the potential of improving and/or increasing their international sales and profits; or
- in large firms that have had a lot of experience in one or two areas but need to better understand all the disciplines in international business to increase efficiency; or,
- new to any part of international commerce.

#### **PROGRAM OVERVIEW**

Twenty-five sections logically take you from investigating international business, through many customer and transaction issues, to expanding global operations. They cover every topic in the four key practice areas of global business management, global marketing, operations and supply chain management, and trade finance. You learn the language and practices of international trade.

Most importantly, you can quickly modify decision-making tools for your business and implement them today. At your fingertips are

- 40+ Audio/video slide presentations to aid understanding – most are under 35 minutes;
- more than 30 decision-making templates similar to those used by multinational corporations—most come with completed examples;
- checklists for you to use that could prevent some costly mistakes and/or reduce the amount of work outside service providers need to do for you;
- key questions for introspection about your business, its practices, and its direction;
- more than 1,000 slides, 600 international business terms, 300 sample questions and answers to help test your knowledge, numerous readings about key topics in real world situations, examples of real documents and links to scores of credible websites with excellent information.

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## Creating and Increasing International Sales and Profits

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#### **COURSE OUTLINE** [subject to change without notice]

The twenty-five chapters [listed below] logically take one from investigating international business, through customer and transaction issues, to expanding global operations. Chapter contents are described in some detail to show how the course develops. Updates are made regularly. A 📌 indicates that item can be completed for points toward earning your professional certificate.

#### **SECTION 1—BUSINESS TOOLS AND THE WORLD MARKETPLACE**

International Trade and the Firm

Morals, Ethics, and Core Values

Mission Statements: Purpose and Elements

📌 **Vocabulary quiz #1.**

Domestic vs. International Differences: Planning

Strategic Planning Tools and Analysis

-Marketing Myopia, Business Definitions and Extensions

-Core Competencies; Key Success Factors; SBUs; SWOT analysis

-Strategic Planning Formats: BCG, GE, Learning from the Future / Scenario Planning, Development Projects

-Ansoff's Product / Market Expansion Grid; Competitive Advantage

-First Mover Advantages and Disadvantages; GAP analysis

Brief history of World Trade; Economic Theories of International Business; Country Economic Structure

Where are you? The world is not as it seems!

Travel Assistance; World Hot Spots

**READINGS** – U.S. Department of State: *The Bureau of Consular Affairs, Consular Information Sheets; U.S. Department of State Travel Warnings; List of Doctors/Hospitals Abroad*

📌 **EXERCISE #1.1** – Assistance for an Individual [in a foreign country]

#### **SECTION 2—THE IMPACT OF CULTURE ON INTERNATIONAL BUSINESS**

📌 **Vocabulary quiz #2.**

Foreign Cultures & Practices

-Adjusting to Cultural Changes – Quickly [The Role of Language: Spoken, Written, and Behavioral]

-Hofstede's Cultural Dimensions [Communications: High / low context]

Culture: Characteristics, differentiation, differences, dimensions, and communication

Other Aspects of Culture: Measuring Your Cultural IQ; Cultural Analysis and Sources of Cultural Knowledge

Identifying key cross-cultural issues

**READINGS** – *Peace Corps Training—Etiquette; Cultural Items List for ...*

**REVIEW EXERCISE #2.1** – Cultural Information [for identifying the top cultural concerns in each country]

#### **SECTION 3—FIRST STEPS OF INTERNATIONAL BUSINESS**

International Organizational Issues and Profiles

**READINGS** – *Are You Ready to Export? Keys to International Success*

International Negotiations: Styles by country; Price Negotiations

**READING** – *New Approaches to International Negotiation and Mediation*

Introduction to Export Assistance

Handling Inquiries: Dangers All Around

**READINGS** – *Enforcement Lists; Red Flag Indicators; Export Administration Regulations [Export Control]; Office of Anti-boycott Compliance - A Guide to U.S. Antiboycott Laws; Tip from an Alert Manufacturer, ...*

**REVIEW EXERCISE #3.1** - Inquiry Response Actions

#### **SECTION 4—ECONOMIC GEOGRAPHY**

📌 **Vocabulary quiz #3.**

Economic Geography; Inter-country Analysis; Subjective Comparisons

**REVIEW EXERCISE #4.1** - Economic Geography and Evaluating Countries

## SECTION 5—GLOBAL STRATEGY, PLANNING, AND PROGRAMS

Global Strategic Planning and Marketing

Designing and Implementing Multinational Programs

Export Promotion

**READINGS** – *International Partner Search; Gold Key (Matching) Service DOC; Trade Opportunity Program [TOP]*

U.S. Department of Agriculture Export Programs

**READING** – *U.S. Department of Agriculture Export Programs*

Harmonized Tariff System

Determining the Correct HS code for imports plus Schedule B codes for exports

Understanding the Shipper's Export Declaration [SED]

Export Commodity Control List

Export Assistance per Country

↑ **EXERCISE #5.1** – Determining Export Assistance

**REVIEW EXERCISE #5.2** – Government Programs and Services

↑ **EXERCISE #5.3** – Determine the Correct HS Codes

↑ **EXERCISE #5.4** – Determine the Correct Schedule B Codes

↑ **TAKE TEST #1**

## SECTION 6—INTERNATIONAL MARKET RESEARCH

↑ **Vocabulary quiz #4.**

Structure and Design of the Project

Primary or Secondary Data? Quantitative vs. Qualitative Analysis

Government Assistance and Reliable Data: Public and Private

-US DOC Country Commercial Guides, CIA, ... IMF, World Bank, UN Agencies, ...

The Political/Legal Environment

Marketing Barriers: Types of Tariffs; Import Restrictions, Control Regulations, and Permits; Export Restrictions;

Exchange Control Restrictions; Non-Tariff Trade Barriers / Protected Industries / Labor Laws / Corporate Tax

Structure; Corruption

**REVIEW EXERCISE #6.1** - Market & Competitive Profile by Country [MARKET & COMPETITION SECTION only]

## SECTION 7—EVALUATING ENVIRONMENTS

↑ **Vocabulary quiz #5.**

Evaluating Data / Creating Meaningful Scales / Making Decisions with Imperfect Information

Country and Political Risk; Import and Export Data

Market Risk Analysis; Competitive Risk Analysis; Commercial Risk Analysis

Evaluating and Selecting Markets: Segmentation, Targeting, Differentiating, Positioning, and Branding

## SECTION 8—INTELLECTUAL PROPERTY, SPECIFICATIONS, & STANDARDS

WTO – For a video history see “From GATT to WTO” at [http://www.wto.org/english/res\\_e/webcas\\_e/webcas\\_e.htm#intro](http://www.wto.org/english/res_e/webcas_e/webcas_e.htm#intro)

Review of the Four Major Legal Systems: Legal rights versus practical enforcement levels

Intellectual Property Review and Knowledge Management

-National level of protection / enforcement

**READINGS** – *International Copyright, Trademark, and Service Mark Issues; International Trademarks and Service Marks: International Country Trademark Rules; International Patent and Trade Secret Issues; U.S. Stop Fakes Program*

-Implementing a Strategy to Protect Your IP

Quality Systems -ISO, Six Sigma, Baldrige

Standards -ANSI, JIS, DIN, ... and Product Specifications

**REVIEW EXERCISE #8.1** - Inquiry Response Actions Section 8

## SECTION 9—FOREIGN MARKET ENTRY ALTERNATIVES

↑ **Vocabulary quiz #6.**

Foreign Market Entry Alternative Basics

-Direct / Indirect and Issues; Licensing and Issues; Franchising and Issues; Foreign Direct Investment (FDI) and Issues; Entity Options

Investment Incentives

-Local – state – national; Industry / trade incentives; Other government and association support

Consumer and Business Buyer Behavior  
**REVIEW EXERCISE #9.1** - Finding Leads – Resellers

## **SECTION 10—GLOBAL DISTRIBUTION ALTERNATIVES, SYSTEMS, AND AGREEMENTS**

### **↑ Vocabulary quiz #7.**

International Distribution [Types of Intermediaries, Channel Management Issues, Reseller Selection]

**READINGS** – *International Distribution Agreement Issues; MY COMPANY Sample Basic Distribution Agreement; MY COMPANY Export Reseller Questionnaire*

USPPI Responsibility Review

U. N. Convention for the International Sale of Goods [CISG]

**READING** – United Nations Convention of Contracts for the International Sale of Goods [UNCISG] Major Parts

**READINGS** – *From Prospect to Customer and the First International Transaction; Reseller Agreement Checklist*

The Price Quote Form

**READING** – *Completed Reseller Compliance Application*

**↑ EXERCISE #10.1** - Estimating the Cost of a Reseller

**REVIEW EXERCISE #10.2** - Using the Internet for Channel Information Exercise: *Retail Distribution in China*

**↑ TAKE TEST #2**

## **SECTION 11—LEGAL SYSTEMS AND ISSUES AROUND THE WORLD**

### **↑ Vocabulary quiz #8.**

Business Ethics Around the Globe; OECD

Foreign Corrupt Practices Act [Documentation and Compliance]

**READINGS** – *Foreign Corrupt Practices Act*

The Role of Corporate Counsel and Correspondent Firms

-International business deals: who does what? Terms and conditions of purchase or sale; Minimum required documentation; Compliance with laws and regulations

International Contracts

-Key clauses [Force Majeure, ...], Key Rights [Power of Attorney, ...], Termination

-Litigation vs. arbitration vs. mediation vs. resolution

Examples of types of contracts

**READINGS** – *Regional Distributor Agreement; France Manufacturer's Rep Agreement*

**REVIEW EXERCISE #11.1** - Evaluate *MY COMPANY Manufacturer's Representative Agreement*

**REVIEW EXERCISE #11.2** - Evaluate *MY COMPANY International Distribution Agreement*

## **SECTION 12—INTERNATIONAL PRODUCT, SERVICE, AND SALES ORGANIZATION DECISIONS**

Products and Services: Core - Branded – Augmented Decisions

-Product and Brand Management / Product Liability in Country X

-Packaging and Labeling

-Legal and Regulatory Requirements [U.S. Customs and In-country Regulatory Compliance]

-Packaging Options [Protection and review of testing methods; Materials and their selection; Container types]

-Packaging changes required for in-country legal compliance [Color(s), standard(s), language(s), mark(s), ...]

-Specifications & Quality Standards

-Installation, Warranty, and Service

-Counterfeiting

Sales Organization Alternatives: Advantages and Disadvantages

**↑ EXERCISE #12.2** – Select the Best Representation

## **SECTION 13—GLOBAL INTEGRATED MARKETING COMMUNICATIONS**

Integrated Marketing Communications: A Global Perspective

-Advertising around the world

-Collateral materials around the world

-Global Promotion: Different Sets of Rules; Trade shows and trade missions [ATA Carnet]

**READINGS** – *ATA Carnet Forms Currently Available for Download--ATA FAQ's; ATA Carnet Application*

**REVIEW EXERCISE #13.1** - Build a product launch plan Gantt Chart for one large company program launch

## **SECTION 14—BASICS OF INTERNATIONAL TRADE: EXPORTING AND IMPORTING**

### **↑ Vocabulary quiz #9.**

Export Intermediaries: Roles and Responsibilities

-Freight Forwarder, Customs Broker, Export Management Company, Export Trading Company

INCOTERMS 2000

**READINGS** – *The 13 INCOTERMS 2000; Understanding the Four Categories of INCOTERMS 2000*

Export Regulations for Your Product; Boycott Regulations

↑ **EXERCISE #14.1** - INCOTERMS I

↑ **EXERCISE #14.2** – Import and Export Regulations

Export Documents

**READINGS** – *The Pro Forma Invoice; Sample Pro Forma Invoice / Export Order; Common Discrepancies in International Documents*

Loss prevention and review of seals and procedures

Bureau of Industry and Security Documents

- AES; SNAP; Customs and Border Protection's ABI, AMS, and ACS

**EXERCISE #14.4** - Export Documents

## SECTION 15—BASICS OF LOGISTICS, INSURANCE, AND SUPPLY CHAIN MANAGEMENT

↑ **Vocabulary quiz #10.**

↑ **Vocabulary quiz #11.**

↑ **Vocabulary quiz #12.**

Clarifying Supply Chains, Value Chains, and Logistics Functions

Physical Distribution

-Transportation: Modes, Material Handling Devices, Methods, and Costs; Warehouse security issues;

Distribution's Roles in the Organization; Inventory and control; Cycle time and related issues

-Transportation [international units]; Loading and unloading issues

Third Party Logistics Suppliers [3PL's]: Roles, Losses, and Issues

Federal Security Developments

**READINGS** – *U.S. Customs Container Security Initiative (CSI); FACT SHEET: U.S. Customs Service's Container Security Initiative (CSI); Customs Trade Partnerships Against Terrorism (C-TPAT); C-TPAT [Customs Trade Partnerships Against Terrorism] Fact Sheet and Frequently Asked Questions; Gridlock at the Ports FAST, ACE, CEBB, and APHIS*

Logistics

-Piracy: U.S. Carriage of Goods by Sea Act (COGSA): A Detailed Review; Cargo and Carrier Responsibilities

Types of Insurance and Risk of Loss – cargo and carrier liability

-Marine: free of particular average, with average, all risk, and all risk parameters

-Carrier liability insurance, self-insurance

-Air cargo and the Warsaw Convention

-International motor transport and the CMR Convention

Federal Maritime Commission (FMC) and the Shipping Act of 1984

Supply Chains and Value Chains: Components and flows

- Vendor selection, Vendor key performance metrics, Vendor certification, Vendor logistics, Vendor involvement

Supply Chain Management

-Warehouse organization alternatives [Structured, random, pick-and-pack]; Inventory Strategies [JIT, ship-to-stock]

-FTZ Characteristics; Free Port Zone; Off-shore Procurement

-Implementation Challenges

- Technology in the Supply Chain; EDI / MRP; B2B auctions / portals / ...

Value Chains

↑ **TAKE TEST #3**

## SECTION 16—INTERNATIONAL PRICING STRATEGIES AND IMPLEMENTATION

↑ **Vocabulary quiz #13.**

Understanding International Costs

Pricing Strategies and Implementation

Methods of Payment

Gray Markets; Countertrade / Barter

**READING**– UCP 500 Article 5 Summary

↑ **EXERCISE #16.1** – Estimating Cost of Shipments

↑ **EXERCISE #16.2** – Preparing quotes [include fees]

**REVIEW EXERCISE #16.4** – Preparing Pro Forma

## SECTION 17—BASICS OF INTERNATIONAL FINANCIAL INSTRUMENTS

📌 **Vocabulary quiz #14.**

📌 **Vocabulary quiz #15.**

📌 **Vocabulary quiz #16.**

Financial Crises, Contagion and Foreign Exchange

-Foreign Exchange: Volatility, Risk Management, and Transaction Costs; Tables and Rates

-Hedging; Forward Contracts and Currency Options

Monetary Methods of Payment for International Transactions

-Cash in Advance and Open Account; Documentary Drafts: Against Payment, Against Acceptance, Time Draft;

Letters of Credit (L/C)

**READING** – *Letter of Credit Example*

ICC rules governing bank guarantees

-Confirmed vs. Unconfirmed; Transferable; Standby

**READING** – *Getting Ready for ISP98-The New International Standby Practices I and II*

Banker's Acceptance; Electronic Methods of Payment: SWIFT and TradeCard™

Uniform Customs & Practice for Documentary Credits (UCP) and the Electronic Version (eUCP); URC; Consignment

**READINGS** – eUCP Trade Finance Workshop; Letter of Credit Comparison of UCP 500 and UCC Article 5

Basic Credit Assessment Techniques

Guarantees

-Bid Bond, Advance Payment Guarantee, and Performance Bond, Staged Payments Structure

Letters of Credit

**READINGS** – *L/C Review; Sample Confirmed Irrevocable L/C; Application for Commercial or Standby L/C;*

*Common Discrepancies in International Documents*

Nonpayment

-Cancellation / failure to grant export or country import license; Civil unrest; currency controls, delays, or shortages

📌 **EXERCISE #17.1** – Prepare an SED

**REVIEW EXERCISE #17.2** – Foreign exchange conversions

📌 **EXERCISE #17.3** – Letters of Credit Basics

## SECTION 18—ADVANCED INTERNATIONAL FINANCING OF EXPORTS

📌 **Vocabulary quiz #17.**

📌 **Vocabulary quiz #18.**

Borrowing base example

Export Credit Risk Mitigation

-Factoring; Forfaiting; Other Seller Financing; Supplier Financing; Carrier Financing; Buyer Financing

Short-term and Long-term Financing Options

-Government Assistance, SBA; EXIMBANK

**READINGS** -- *EXIMBANK Working Capital; EXIMBANK Loan Guarantee; EXIMBANK Export Credit Insurance; EXIMBANK Direct Loan [for international buyers]; EXIMBANK Small Business Initiative; EXIMBANK Short-Term Single-Buyer Export Credit Insurance*

-OPIC

-Commercial Sources

**READINGS** - Samples of blank documents

📌 **EXERCISE #18.1** – Loan Guarantees, OPIC, and EXIMBANK

**REVIEW EXERCISE #18.3** – Preparing Commercial Invoice

## SECTION 19—INTERNATIONAL DEVELOPMENT ORGANIZATIONS AND CUSTOMS ORGANIZATIONS AND ADVANCED DOCUMENTATION: SPECIAL FORMS

📌 **Vocabulary quiz #19.**

World Bank; Regional Development Banks; International Monetary Fund (IMF) and OECD

Customs Organizations; Dealing with Customs

**READING** – *The Thirteen Commandments of Import / Export Customs Compliance Programs*

Advanced Documentation: Special Forms

## SECTION 20—SERVICES AND AFTER-SALES SERVICE

Servicing the Customer

Global Services Marketing [E-Commerce; Importing and Exporting of Services]

**REVIEW EXERCISE #20.1** - Determine service and warranty costs

↑ **TAKE TEST #4**

## **SECTION 21—BASICS OF INTERNATIONAL TRADING AREAS AND AGREEMENTS**

What worries countries? The price of protectionism.

Regional Economic Integration; Exports, Imports, and Trade Flows; Forms of Economic Integration

Review of Selected Trading Areas

-A Brief Introduction to Rules of Origin

-European Union [EU Green Dot System; EMU & the Euro]

**READINGS** - *EU CE Marking; EU & IECEE CB Scheme*

-NAFTA

**READINGS** - *NAFTA Certificate of Origin; Completing the NAFTA Certificate of Origin*

-FTAA; MERCOSUR; Regional Economic Groups-Africa; EAEC [formerly ASEAN]

Foreign Sales Corporation Status

↑ **EXERCISE #21.2** – Tariff Shift

↑ **EXERCISE #21.3** - NAFTA Country of Origin

## **SECTION 22—LEADING INTERNATIONAL MARKETING AND RESOLVING CUSTOMER ISSUES**

↑ **Vocabulary quiz #20.**

Leading International Marketing and Sales

-HR Issues: Hiring and Terminating; Needs and Assessment Technique; Expatriates

Visiting Customers & Prospects: Sales Negotiation Techniques; Travel Risks, Activities, and Per Diems

Responding to Customer Claims: Cargo Damage or Loss

**REVIEW EXERCISE #22.1** – Organizing International Sales

**REVIEW EXERCISE #22.2** – Visiting customers & prospects in all countries

## **SECTION 23—ADVANCED INTERNATIONAL TOPICS**

**Vocabulary quiz #14.**

A detailed review of foreign market entry alternatives

Subsidiary issues: transshipments, financial transfers, purchases, and transfer pricing

**READING** – *International Subsidiaries*

Contract manufacturing

Strategic alliances: key success factors, demands on the partners, the Keiretsu

Joint ventures-key issues

**READING** – *International Joint Venture Issues*

Licensing: when to use, key issues

**READING** – *International Licensing Agreement Issues*

International Organization & Control

## **SECTION 24—CHOOSING FROM GROWTH ALTERNATIVES**

Ad valorem duty / VAT

Foreign Direct Invest; Which type of entity at scale? Acquisitions

Financial Consolidation Issues

Knowledge of U.S. Tax Laws

-Corporate / Income; Employee Labor in the U.S. [immigrant and local]; Working abroad; Property

Strategies for Minimizing Global Tax Exposure

**REVIEW EXERCISE #24.1** - Determining a Workable Transfer Price

↑ **TAKE TEST #5**

## **SECTION 25—THE FUTURE OF INTERNATIONAL TRADE**

Plus much more that is not listed. Improvements and additions are made regularly.

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