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## 01\_ summary

Exportspark and the Surrey Board of Trade have released new dynamic and informative courses to help members deal with the challenges and frustrations of importing and exporting.

Delivered virtually, the courses are 2-hours in length and consist of courses on various importing, exporting and logistics topics, including pricing, identifying partners and Incoterms®.

Business owners, sales executives, logistics professionals and operations staff that are involved in the exporting or procurement processes at their business can benefit from these courses.

## 02\_ courses & dates

Course	Summary
<b>Importing for Entrepreneurs</b>	A 2-hour virtual business course that reviews important topics that entrepreneurs looking to import products to sell into the Canadian market need to learn to avoid unexpected costs, delays at the border or lack of success at pitching to retailers.
<b>Date &amp; Time</b>	Thursday, March 31 <sup>st</sup> , 2022, 10:00 AM to 12:00 PM PST
<b>Course Description</b>	
<p>The Importing for Entrepreneurs course presents critical information &amp; strategy around selecting and importing products for sale into the Canadian market. Topics include import requirements, labelling &amp; packaging, potential tariffs, common shipping &amp; logistics challenges, best practices around marketing to Canadians and tips on selling into retail.</p> <p>This course should be attended by any entrepreneur or business owner considering an import business to sell into the Canadian market through retail or e-commerce.</p>	

Course	Summary
<b>Incoterms® for Small Business Owners</b>	A 2-hour virtual export training course that outlines Incoterms®, how they are used and how they apply to small businesses or e-commerce shops shipping internationally.
<b>Date &amp; Time</b>	Tuesday, April 19th, 2022, 10:00 AM to 12:00 PM PST
<b>Course Description</b>	
<p>The Incoterms® for Small Business Owners course quickly reviews Terms and applicable Articles most commonly used by exporters working with couriers and freight forwarders that consolidate shipments in containers and presents common logistics risks when selling online.</p> <p>This course should be attended by business owners, managers or any person that touches the exporting process within an organization that ships internationally.</p>	

Course	Summary
<b>Setting International Pricing &amp; Margins</b>	A 2-hour virtual export training course that outlines how to set international pricing and margins for manufacturers looking to export or expand into international markets.
<b>Date &amp; Time</b>	Thursday, May 12 <sup>th</sup> , 2022, 10:00 AM to 12:00 PM PST
<b>Course Description</b>	
<p>The Setting International Pricing &amp; Margins course reviews best practices around setting international pricing for export markets, based on how the product will be shipped. Topics include identifying hidden expenses, the effect Incoterms &amp; shipping scenarios have on costs and setting effective margins for international distributors.</p> <p>This course should be attended by business owners or senior executives responsible for setting pricing and managing revenue growth.</p>	

Course	Summary
<b>Finding Good Distributors</b>	A 2-hour virtual export training course for businesses looking to export that outlines how to research and find trustworthy distributors and partners in international markets.
<b>Date &amp; Time</b>	Tuesday, May 31 <sup>st</sup> , 2022, 10:00 AM to 12:00 PM PST
<b>Course Description</b>	
<p>The Finding Good Distributors course reviews best practices around selling successfully outside of Canada through partners. Topics include creating partner profiles, how to identify and validate distributors and common mistakes in distribution strategy that lead to a lack of sales in international markets.</p> <p>This course should be attended by business owners or senior executives responsible for setting international sales strategy and managing indirect sales.</p>	

Course	Summary
<b>Selling Virtually into International Markets</b>	A 2-hour virtual export training course that reviews best practices around selling into international using virtual meeting tools & understanding cultural differences.
<b>Date &amp; Time</b>	Thursday, June 23 <sup>rd</sup> , 2022, 10:00 AM to 12:00 PM PST
<b>Course Description</b>	
<p>The Selling Virtually into International Markets course reviews best practices around how to sell into international markets using virtual technology. Topics include best practices for running a virtual sales session, cultural differences and common mistakes and tips &amp; tricks for successful communication &amp; closing deals.</p> <p>This course should be attended by business owners, managers and executives that participate in international virtual calls with prospects, partners or customers.</p>	