



Tips to create an export-focused business

Here are few easy tasks to perform that will help you to engage your team on the export journey. This is really up to you to decide what is feasible and most adapted to your business. It also depends on your company culture and salary packages.

Updating job descriptions with the export component:

For example, you may update all your job roles in your company or the ones of the people involved in some ways in export. You can include that their role will not only include the domestic market but also overseas markets. As the export sales grow, you may need to allocate different regions or countries to different persons in your team.

Export incentives:

Export sales incentives are hard to remunerate on in the initial stages, because it takes some time to actually generate initial sales. You can find other ways. For example, technical sales team will have to respond to more technical enquiries. You may want to remunerate them per extra enquiries coming from Europe.

Using European trips as rewards and engaging:

Send to Europe your best performers, who can also make a valuable input into the export effort.

Conduct overseas trip debrief meeting:

Before you leave for a business trip, plan before you go the meeting time and date of the debrief meeting with your team. That will keep you on schedule and accountable on giving clear directions to your team about the follow-up actions to conduct.