**How to Take Your Business Global in the Digital Age**

Thank you. Thank you so much, Alexa and thank you for the kind introduction and thank you for hosting me and coordinating all the details. A big thank you to SCORE and SBA for supporting this as well. Hello, everyone. Greetings from Chicago, where I am based where it is chilly and we have a really incredible snowstorm going on. I hope in your neck of the woods it is a little bit warmer climate. I am excited to present today on a topic that is really near and dear to me in an industry I have been operating in for more than 25 years. Today's topic is on how to take your business global in the digital age. We have a lot of ground to cover. Let's get started. I'm going to really move it, because I understand I have about 40 minutes to cover a lot of ground. We will be covering 12 discussion points, way more than normal, because the topic of going global, as we all know, is truly complex. I tried to simplify this to 12 main discussion points. Here is what we will be covering. How to rethink exporting, what it really means. And get export ready meaning developing a global mindset, create a roadmap, leverage technology, attract customers, look for help, choose the best way to sell, collect payment, ship, how to model the success of others, lastly, we will cover how to avoid common mistakes and gain a competitive edge.

What really starts is with all of you. Up with this because it is loaded with energy. We seal these folks getting (u)nstuck and exporting. It really starts with u. You can lead a horse to water but you can't make the horse drink the water. Really think about that as we move through this presentation. One fact, essential for all of you to know, only 1% of U.S.A. companies export. And of that 1%, only 370,000 small to medium-size businesses are participating in exporting. This fact should really tell you there is a heck of a lot of companies who are not exporting for whatever reason. Yet 96% of the world's consumers are outside of the United States. There is plenty of room for growth. Reasons not to export, I went through this when I first started my business many years ago. I am sure some if you will relate to this. The reason you don't export has to do with it seems too risky, lack of knowledge, does not apply to me and I say everything but the kitchen sink. A catch all of language barriers, unfamiliar with customs, no customers, no time, no guts meaning you don't have the courage, really, to take that first step to move your business in the international market. And yet, with all the work I have done, working with clients, even to my own business, what I have really found, the single best biggest reason not to go global, you will be surprised at what that is. And it has to do with a simple thing as change. You may roll your eyes and say how does it relate to anything? Relates everything. If you think about, even if you were to buy a new bed, new sheets. You are used to making your bed a certain way maybe takes you 5 minutes to get it done. You buy a new bed and new sheets and all of a sudden everything changes. Instead of taking 5 minutes it takes 15-20 minutes. That is the analogy I get that attempts to taking your business global in the digital age. It takes time. But once you master it, it becomes fluid and you move swiftly. Rethinking what it means to take your business global. The focus here is for you to think clearly about the benefits. This provides motivation to get going. I always say even though there is a lot of bullet points here, the three key areas I want to hone in on, as increasing sales. A big boost for your business. Raising profitability and also the ability to create jobs. All the others really become just icing on the cake when you see the enhancing your image, exploring previously untapped markets, enriching your country you operate in. Travel to new places. I throwing at the very end the cool factor. Who doesn't like networking and hobnobbing with people, literally declaring I'm global. Even that is a fun, exciting way to think about the benefits of taking your business global.

The key question is, really, are you ready? This is the whole part up until this section right now, just really prepping. Getting you in the ready state. Always suggest the fact that anyone who wants to export can. This is a quote from my book. It took me a long time to craft this passage because I had to think long and hard as to what is really needed to export. As you can see the world awaits, the essential element needed to be successful exporting is readiness. If the essential element needed to be successful, exporting, is readiness, then the rest really becomes the mechanics. It is the know how. That is what we are covering today. How do you further get ready? The first step is to develop a global mindset. You have to first take stock of yourself and your business to see if you have the personality, the mindset. The business can benefit from exporting. What really counts is your ability to venture out in the world and adapt as you go. That is what I call a global mindset. It really starts with self-awareness and a heightened awareness to the sensitivity of cross-cultural differences. As you see on the slide, toss in a couple other things. Adventuresome spirit, adaptability, solid educational background, core business competencies and life experiences that preferably involve international travel. You then have the recipe for the ideal global thought leader. I know you have to be thinking, must you have all of these to be ready? Not necessarily. But, you will fair where better if you have more than less of these characteristics. Here is what triggers exporting. It's important to new this. Often times with clients, even in my own business, what will get you going, what will get you going in the global arena? For most people it is reacting towards circumstance. Someone sends you an e-mail or you are working a tradeshow and a business person from another country expresses interest in your product. That is how it starts. What you see here are other weighs in which business owners get started thinking and actually exporting. Peer pressure, struggling for growth, how do you get it. You have an online presence, now customers are coming to you. How do you service the need? Once people have what it takes to go global and are prompted by something, they usually jump into it by way of three different business models. Let's see if you relate to any of these. In other words, let's see whether or not you are here with any of these business models. I love this one. And if you have heard of small business Saturday, where everybody buys local. That's great. Especially in support of your community and many of those very same business owners come to meet once a month asking how do they export their product? Take this product here, as an example. Strawberry kiwi cocktail jam. It is made in the owner's kitchen at home, with as you can imagine, lots of love and care. A couple of jars at a time. Currently it is sold at farmers markets and handful of local, independent food stores. If you ask the owner how she come in this case, would produce 1000 cases of jam for an overseas customer, there is silence. The deer in the headlights sort of look because making jam in your kitchen won't cut it on the export front. Even in the digital age. You may have a truly tasty product in this case or a novel idea, but to really be ready to export, you must have the ability to scale.

Which leads me too a company that has that right. Welches grape jelly. Who doesn't know this company? In fact, I think I may have used the product every other morning when I have wheat toast with jelly on it. The difference between homemade jam I showed you versus Welches is not necessarily pricing, financing, flavor or packaging challenges, rather, it is the ability to scale. Welch's can crank out millions of jars of jelly no matter where it's needed in the world. Disability to scale is critical in the journey of taking your business digital in the global age. Whatever it is you want to export. Don't leave out service experts here. Meant of you might be running the service export business, but either way you must have the ability to scale so when large orders come rolling in, you can service them. You don't have to own a plant if you are producing products. You can contract manufacturer out at a facility that makes similar but noncompeting items. Many years ago, I did just that with cookies and nut snacks and chocolate and it worked out beautifully. We were able to ship 20-foot container loads all over the world simply by contracting out the production of products elsewhere. Instead of making it in your kitchen, that would be stuff you would take so you could scale your business. In this case, the example I share with my own business, all you had to do was focus on finding customers and servicing them. The key is scalability. Now, let's look at another type, the third type of business model, that is the Bourne global entrepreneur.

Many of you might fall into this category. That is why I want to call out the differences in this model. Local maybe something in your home, in your kitchen versus the larger player and the ability to scale. There is this new class of entrepreneurs who have changed the export paradigm and show that it is possible to do business and exceed in world markets without having an established domestic base. The concept is referred to as Bourne global. Bourne global companies are run by individuals of a generation that only know a communicating and transaction business via the Internet. Virtually from inception. Companies compete on a global scale against large, established players in the world arena. They are global by technology. Not by strategy. The individuals who run and start these firms tend to bypass rules and regulations to get things done. A perfect example is Uber. Total technology-based. They jumped into it, came up with a plan, all technology driven. Not as if they had a strategy that was step one, step two, step three. It was all about leveraging the digital age to take their business where they are and super successful with that. Bourne global individuals don't build export businesses through gradual expansion. Into foreign markets. Whether they leap into the foreign market and figure things out as they go as I mentioned with Uber. I can relate to that disruptive spirit, but I caution you, when you are making progress at every step of the way during the process of exporting, there will be a lot of scary twists and turns involved in figuring it out. That is because the leaders of Bourne global companies have no prior knowledge or experience in exporting. Again, only leveraging technology. Basically, no matter how you cut the cards, you still have to be a little export ready, what we are covering here today. One other way to determine if you are export ready, is this nifty questionnaire. You can find it here, you can write this down quickly as I understand the deck in this presentation will be provided later you can always refer to it later when the deck is made available to you but a couple of questions addressed for example the one you see is does your business have a product or service that has successfully sold in the domestic market and you either answer yes or no. Another question is an example does your company have or does your company prepare an international marketing plan with defined goals and strategies. And you answer yes or no. And referring back to the global Bourne global market he or she most likely will not take this test, these are jumpers. Many of you could be in that category. I have a tendency to operate that way, jumping right into things, taking business global. There is absolutely nothing wrong with that. and some point it gets back to being ready, mastering the mechanics and know-how. Now that you have heard the facts and you understand the global mindset you sample a couple business models, determining which when you are in and you discovered this export questionnaire the next question that you should really be asking is where do you go from here? Easy peasey. Create a roadmap. This is what it might look like. Please, don't think it has to be 40 pages long. Roadmap can be as simple as a back of the napkin plan. This is something I made up so it doesn't scare and intimidate business owners. The covers three, critical points. Your business, what does it do? What do you want to do next export was? And how are you going to get there? This is how I started out with the business colleague many years ago. We sampled this whole notion of this. In some pub and we had a nap again I sit here you go here are the questions let's deal with this we answer the questions then we turn the napkin over and we decided pardon the crudeness but blow it out a little further. This is what we expanded on and what it looks like for little more comprehensive roadmap. In this case I changed the product and made a purple widget to keep anonymous, the individual was working with many years ago. We sit here is what you want to do. Make the best possible purple widget.

In the planet and we will export those purple widgets and export purple widgets to, pick a market say you find out France's your best market and then we consider making other types of widgets and we might make them in red instead of or in addition to purple. As soon as you get enough business to justify increasing the colors of these widgets. It goes on from there. You want to find out who your team players are. Is a going to be you? Other team players involved? Who will they be? And will you export, at a minimum? Shoot for a number. Target a number. Whether you export 20,000 purple widgets in the first year. All you are doing is basically coming up, with this list, a list you use the hold you responsible and accountable. Say you do this list and say we will check back in a month or three months or six months. That is what holds you steady. Did you do this? Did you conquer that first market? Did you at least export purple widgets within a certain timeframe? That is how you get started on this.

After that, once you have addressed all of this, and it doesn't have to take that much of your time, next, which gets to this crux of this presentation, you need to figure out how to leverage technology to boost your global presence. All of these places allow you a huge opportunity to be found and discovered and locate customers. That is developing your own website, creating a blog, Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest and snapchat. It opens up and welcomes you to a more open and connected world. I'm showing you the numbers. It is huge. Facebook, more than 2.4 billion monthly active users. YouTube more than one . 3 billion, LinkedIn 575 million. All these numbers very. These could have shifted from the last time I pulled these numbers. Twitter more than 330 million active users, Instagram more than 1 billion, snapchat 203 plus million, Pinterest 291 million. If you collectively look at all this, talking five or 6 billion potential customers you could tap into. I know it seems far-fetched you could do business with all those people, I am not and you should not expect to but look at it this way, if you could tap into 1% at least one eighth of 1% of all of these would be pretty darn good to boost your business on the global front, to truly get you active in the digital age. This is an article I am sharing. Harvard Business Review article. It's definitely relevant and I will show you why. This shows you the URL. How businesses should prepare for global Internet access quickly, you can access this article via the Internet and within the article, it talks about this, the only reason I'm posting this because I mentioned five or 6 billion people are already online. You can plan on even a couple more billion coming online because on balance it is reasonable to predict that in the next three years, three to five years, most of the planet will have some access to reliable if somewhat expensive broadband. That means over 3 billion people for the first time directly connected to the global economy. Adding to that, what you are going to be seeing is I almost don't want to make it as if I am a forecaster in predicting, but I do a lot of research in this area. There will most likely, to come online, these individuals are coming online via a smart speaker. I think you know what I'm talking about. Companies seeking to expand in developing countries would be wise to start experimenting with building smart speaker skills. That would be, for example apps. They will play a major role in future markets in the digital age. In short, global broadband expansion represents an opportunity that can't be ignored. Which leads me too the question that I ask all of you right now, how do you attract the next wave of customers? Attracting the next wave of international customers is really only one way to do that and that is to work it. What I mean by that is working it, by the way you see something that looks almost like tooth marks, not quite certain what that is, but I like it looks like action oriented. Let's go, fierce. Make your business a destination point the world cannot resist you want to invite them in this is an example of how you might go about doing that. This gives you an idea on some of the platforms my organization is part of and what I'm trying to highlight here as you can't just do one thing. You can't just have a website and occasionally updated and be on LinkedIn. You have to do a lot of platforms and work collectively in concert and keep updated on the platforms to become a leader, if you will, in your industry. What you see here, Laurel Delaney, President, at the top here, FCR BID .com and intellectual library and you see the small business forum, an event that toasted, that's a separate website, global trade a separate website, global small business blog, blog running for free, separate entity. You see the exporting guide. And you see women entrepreneurs glow grow global, separate platform. A lot of separate, online, digital platforms being run some people can find us no matter how they conduct a search on global small business or how to take a business global. That gives you an example. That's what I'm hoping each of you do with your business to make sure you become an expert. And you do all of these things well and constantly update your platforms. So the Internet becomes the echo chamber of social media. Think of all of us in a cave in and for example one of you were an expert on developing the best ecologically safe paints if we were do a search on ecologically safe paints if we were to yell it out in a cave, it would reverberate everywhere. That is what happens utilizing the Internet, being part of all the social media channels. You want to be found, you want to be discovered. There is no one-size-fits-all with the digital Saturn strategy. Succeeding in the digital world requires hard work, discipline, organizational skills. Something remarkable to talk about in a long-term view. Repeating again put everything to work in concert, create a winning, online, digital strategy. Customers will then find you. To take a moment, take 15 seconds here, stand up, stretch. Move about. And won't be able to see you raise your hands if you are still with us but you can still do that and shoot us a question. We are waiting to answer questions when I'm done with the presentation. If you can't think of questions right now, shoot me an e-mail later at ldelaney@globetrade.com. The commonality is to go globally in the digital age.

I am listing for CAC here for help to go global. There are many out there. Check out international trade administration, trade .gov. U.S. commercial service is awesome, buy U.S.A. .gov. They even offer, most let you know a lot of this for free, complementary information. U.S. commercial service I'm going to bring it up because it's fantastic. They offer research reports, the ability to locate customers in other parts of the world. It is for a nominal fee but really worth looking into. I have used many times with my clients to help you get growing on the international front and SBA the king, for small businesses taking big business global. They even have a book, as I understand it on exporting. Definitely do a search SBA comma exporting book. And WEGG even though it is targeting women it is an inclusive, nonprofit organization that also was more than happy, hosting men and offers a lot of information to help you take the business global. I would be remiss if I didn't mention my own book, a 455 page book on exporting, endorsed by good to great author Jim Collins. We see a lot of reviews that's all I will say, something worth checking into. Now, I want to take us to where it gets a little heavier. That is choosing the best way to sell. We have covered so much, the questionnaire, how to get ready, etc. think about how are you going to sell. There are many ways to go about this. I'm going to touch on this so it is a separate presentation. Are you taking your business global by importing products, expand your portfolio based locally, I don't know, you could. This presentation is more about digital than exporting. Exporting you can go direct, you can go indirect, and e-commerce platform. Takes you global or should you exporting around the world. You can do the contract manufacturing outside overseas which gets you global. Other ways which become a little more sophisticated, franchising, joint venture, partnerships, a wholly-owned subsidiary in a branch office, not to scare you or intimidate you, rings to think about as you grow once you get this advanced you want to consult with an international trade attorney how to go about that. Collecting payment now that you know so much this is such an essential detail based on experience I really had to stumble bumbled back in my Heidi when I first got started why did on a transaction I lost. It was such a small, global organizations I want to caution you you don't want to have that happen to you. Always, no and ifs or but set up a form of payment mechanism even if you were to start out I don't have this on the slide, many of my clients start off small and use credit cards. I don't encourage or emphasize credit cards if you have to get started that way. Other ways, safe ways, payment in advance, wire transfer and I will see a letter of credit. New Incoterms how you quote your customer makes a difference on how you get paid. Incoterms has new ones they put out this year. Made a couple of changes, look into that. Other ways to get paid, many of you I am sure are familiar with PayPal, Stripe or Square. There is insurance for when you set up payment. Let's say you have a $25,000 U.S. transaction and you're scared you're not sure if there will be guaranteed payments. There is insurance for receivables. You can pay a nominal fee so you can sleep at night and know that if your customer defaults on the transaction on the payment, you will still get paid a high percentage on that transaction. Well worth looking into. Lastly, Exim Bank. They don't take care of the payment but if you have financing problems a big deal and you can't afford upfront to pay for all it takes to get the manufacturing set up, as long as the product is let's say 51% made in the United States and it is a big transaction you've been in business for two years, look up Exim Bank. They can help you with financing with that particular transaction. Shipping, now you know how to get paid, you need to figure out how to shift and that will be either by air or ocean. Pick one based on timelines, what you can afford, just check around. The big players. All those organization can help you. They can see the entire transaction for you and even take care documentation and they charge a nominal fee maybe $150 or something like that to take care of the transaction, well worth looking into on that. Let me just run through quickly, modeling the success of others. The point in bringing this up is why reinvent the wheel. Always look at your competitors or non- competitors to see what they are doing. Looking at Paulson, someone I know will it's not a sexy product. They make face shields for firefighters' helmets, riot shields for police helmets and body shields worn by police. Inc. these items are difficult to export? They sure are. Get the last I looked at with this company they to do more than $20 million in business with 25% of sales resulting from direct exports. The key to success for them is the 75%-25% rule. Here is what that is. Most U.S.A. companies spend 75% of their time worrying and paying attention to transactions and 25% on the relationship. The CEO of Paulson said to me, Laurel, what we do for success is we spend 75% of her time on the customer, getting to know them, taking them to dinner, going out, meeting with them in person and 25% of the time is spent on the transaction. That tells you the real secret to their success. Something to think about. This is an organization this is an African organization and they make trendy jewelry. They've been around a couple years. Check them out. They are really working with local artisans and they have this online presence where they feature Julie from artisans from Africa all over the world. They have been super successful. It goes to show you being international in the digital age, anything is possible. Lux Blox are doing it right the next generation of Legos. They further science and technology and art. Think creative learning toys and the company plans to go global and they are doing a great job via Twitter Pinterest, snapchat and YouTube. Koval, a deceptive -- a distillery operating in Chicago. They have all their ducks in a row. And the arrows show places they are doing business, in this case Germany, Japan and the U.K. wonderful way to let international distributors, when they visit your site, know that you are international. To keep moving, they also have a great Twitter account. They do a great job with their Instagram. Thousands of followers. Just really, as we said earlier, really working at. Today, technology connects the most disconnected of people and achieves objectives that no one ever planned for. And this can be you. Hopefully I can Brees to this in 2 minutes and we will wrap up this presentation. Setting up successful export experience, I want you to see this. These are mess ups. This is where companies get it wrong and I want to make sure all of you don't doing things. They fell the liver social media. They don't master Incoterms, they don't get paid in a certain currency, they don't vet their customers etc. even the ones you see there I didn't mention earlier but if they don't know bribes, somebody wants to pay you under the table to expedite no, no. Say no to bribes. To help with a good shipper, test the market on your products, keep good records, look as I mentioned earlier, into insurance. These are the ways people have really stumbled. I want to make sure you don't do that. The key to export success you see it all you can go over this later when you receive the deck on this presentation. If you follow this it will help you take the first step and make sure you are doing everything right. Most importantly, love what you do. You can tell my energy and enthusiasm if you don't know what you do you won't be successful and you won't sustain it. Loving what you do really, really leads to great work. Which brings us back to the beginning of the presentation and that is your next step to make sure you go through this presentation again, later, when you have more time and that is everything we covered. Rethinking exporting, getting export ready, creating a roadmap, leveraging technology, attracting customers, looking for help, you got it. Choose the best way to sell, click payments, ship, and model the success of others lastly, avoid common mistakes and gain competitive advantage which is all of this. That is our journey. I hope you enjoyed it. A few questions feel free to e-mail me. I thank you for your time and engagement. Now I want to turn this back over to Alexa.

Laurel, thank you so much. We will go ahead and start the Q&A portion of this webinar. We are going to spend the remainder of the time answering audience questions. We will do our best to address as many as we possibly can. If we do not get a chance to address your question in this life segment, as a reminder, we will be sending everybody the slide deck that contains Laurel's contact information which you see displayed on the screen right now that you can reach out to for getting questions answered or further assistance. We would also like to encourage you to go ahead and connect with your SCORE mentor, after Tedesco webinar. Who can also assist you further with your questions. And business needs. With that let's jump into these questions. Laurel, we have received a lot of really great questions. We are continuing to receive weight questions. We will kick this off with Stephen's question, first. Stephen would like to know, if he can simply go global by selling on Amazon? Are there any legal requirements you know of?

Grace question -- great question. Yes it's a great place to get started, on Amazon. I highly recommend two things regarding that. One, always set up your own presence online. I covered that in the presentation. Make sure you set up. Bare minimum set up your own website. So many free ones now, not a problem. Second to that restrictions, any legal repercussions to setting up on Amazon, yes. Many from the standpoint of yourself. I don't think Amazon has a lot of legal repercussions are restrictions, but for yourself you want to consult with a legal, international trade lawyer. Make sure you articulate to that lawyer what you are attempting to do. That would be the first. I'm not a lawyer I want to clear that. First, say you set up your company name, even though you have a URL, a dimming presence if you will, do you need to trademark the actual name for your company? And second to that say you are marketing a product, a really cool name for a product and you want to talk with your attorney to be clear on that as well. The name of the game as you want to protect your most important intellectual assets your actual company name and product and of course if it is a service business, software, make sure you protect. That is how I would begin with Amazon. Amazon is good they will promote, I've heard good and bad relative to what they are doing when they do promote when you are on their site. Even for myself I want to if something happens you want to pull out for example from them you are still freestanding a separate entity you can go, run with it continue selling a product. I hope that answers your question.

Next question comes from Carl. Carl is asking if your website's language needs to be translated to conform to natives in countries that you are planning to expand to?

Absolutely. Great question. And it's not a trick question. I love it because it is very precise if you have selected the market and you know you are ready to enter for example, France then yes you should prepare, translate your website to accommodate that market, period. And, after that, when you become fluid unsuccessful and you tested that market and you see it is working and you have increased your business now let's say you are doing 20% of your business in France and all you do is think oh my goodness I need to start really moving on the other markets then yes open up slowly and carefully to the other markets and start translating to those specific markets. You recall the slide with Koval distiller, the arrows you saw, that was me. They do not have that on their website. If you see the three little flags and they are being very precise I think the UK, Germany and Japan if I remember correctly. And that's what you want to do. You want to show the on your site depicted by some graphic icon. Either a flag or stating the name of the country. What I love about doing that, it shows to the world, lets people from other part of the world come to your site and see you are doing business in France, that's a good thing. It means it shows you know how to export or go global. And you want to be as inviting as possible to the rest of the world. That is the way to do it.

The next question comes from Kevin. Kevin is asking how accessible are international domains? Can you obtain these without having an operating business in the country?

That is a great question. And that is a little trickier. And again gets back to two things. You can reserve the domain name in a certain country. Different levels we can do that. It's a little more complicated question. To answer, yes you can but the second part is they can't just think because you have that domain for example my company is club Trey .com and/ JP for Japan just because you have that doesn't mean it gives you 100% protection it still gets back to you have to consult with an international attorney to make sure you have done it correctly. Who For example no one can grab that from you. You really have to consult with an international attorney and that's all I can advise you on. Who you're getting your domain from. For example if you were to go to, hosting companies go to Go Daddy or network solutions when you want to secure that domain name you actually e-mail them or say this is what I'm doing does this mean I am guaranteed I have secured rights to this. In specifically Japan. See what they say and take that information and go to your international attorney and say am I protected you are all set to go you got your answers.

Okay. The next question comes from Lowell asking if there is a one source platform one could approach that would broadcast your product or service to all of the social media platforms listed today during the presentation.

I hope whoever asked the question, it's a great question. I do not have an intelligent answer to that. I wish I did. I believe the individual, what they are referring to, there are platforms that make it easier. I can't name drop and give you one specifically. They make it easier you can do four at once. Not only four it once you can do four or five at once. You can time when you are broadcasting and when you are updating those four or five. But I don't have specifics on that. You would have to do a search to find the top to cover three who can help you with that. I am not using those only because and this is interesting the only reason why it makes it so much easier I'm not using them as I like to have us always presenting new and fresh and different information on each platform. I don't want to say look at this great global business report go out, LinkedIn, Twitter, Instagram the exact same messaging simultaneously to anybody a certain day and a certain time because I consider that dull and boring you want to be fresh in a radically different. Whatever is accessing that information you want them to be turned on I want to look at Instagram and move them to another platform and see what you are providing them there. That is how you really reel them in. I hope that answers the question for now.

The next question is from Henning. Selling online only applies to a small share of their business must require feet on the ground do you have any recommendations or what are your recommendations on how to put boots on the ground?

Not certain I fully understand the question. Are you saying this business owner, they are doing a little bit online? To try and understand.

It sounds like there is a little online and a good portion is on the ground. When you have a business structure, any reduction -- recommendations on approaches?

Let me jump right into that. I think I know what is going on. Let's just say hypothetically the business owner isn't necessarily dabbling online. I want to mention I hope to set up online with an e-commerce mechanism. That would get it going a little more robust in terms of getting the online activity happening. Based on what they ask, low-level. Sizable orders, sizable business would warrant the fact getting boots on the ground. Let's say they get an eCommerce order that is sizable and they realize wow this is huge. That triggers absolutely a brand, a customer ordering so much I can't believe it. I really need to meet them and e-mail them, do a Skype call, soon call get boots on the ground and meet with them. It's just a sizable order. That is what is going on, that's how you decide and take a look at that one slide I mentioned with the U.S. Department of Commerce with that U.S. commercial service where I said there is a nominal fee. They can help you plan some of these meetings for a nominal cost. Not only service the big customer coming to you and get boots on the ground that you can set up a bunch of appointments you can cover three or four potential new customers you can meet in the international markets. That would be very cool and exciting to consider that.

Okay. Next question, the consultant is asking if you know about any regulations or needed approvals from the government to do business globally as a consultant.

As a consultant, consulting other clients that is a trick question. As a consultant. So if they are consultant to other clients who are interested in taking their business global in the digital age, this would be, the answer would be it depends on who their client is. And what they are trying to take global. And yes, there would be lots of rules, regulations and compliance issues that may or may not be involved based on the product or the service that someone wants to take international. To cover that broadly would be, for example if you were working with the client, a food product you would have to make sure the FDA Food and Drug Administration, you preclear any restrictions, controls, mechanisms in place. Be careful with the company you are working with. And a shipper can help you with that. This question and the answer I am giving could be a whole different presentation because it is very complicated. Best to do it on a per product basis. The industry they are operating in, consult with the particular industry, some of the organizations that operate in the industry. I gave an example of the Food and Drug Administration. And check with the shipper. It is all tied to the product commodity which is called a scheduled B number or harmonized code. If the consultant.

Listing right now they would know what I'm talking about come all based on that and restrictions placed against those numbers.

On it. We have time for one maybe two last questions before we close out for today. This next question comes from Jim, asking if you can share some of the best products, in high demand in developed countries and also in developing countries?

I would have really needed to drill down and do my homework on that one. Here is what I will say about that from a logical standpoint. It would be anything that is more of a commodity item but more cool and different and unique versus all the other commodity items that are out there right now which is complicated. It is difficult. And would be priced super competitively. I think we all know where I'm going with that. In remote parts of the world, in emerging markets they need to be able to afford what it is we are selling to them and to look at that closely. I'm just looking even if it was something as simple as toilet paper. I really bring that up. Make that in a way that is fun and exciting and you've got a grip on this and sell inexpensively. So fun and exciting they want to buy it because it is new and different and you are on all the social media platforms they are falling in love with you. Something like consumer product goods, anything in the area will move, that is what you need to look into.

Those are all the questions we have time for today during this live webinar. If we did not have a chance to address your question, we recommend connecting with your SCORE mentor. If you're not already working with a SCORE mentor, go to www..SCORE .org to request a mentor. As a reminder, we are sending everyone a link to the recording as well as the presentation slide deck. In the slide deck it contains Laurel's contact information you can reach out to for getting questions answered or for further assistance. On behalf of SCORE, I would like to thank you all for attending today, and I would like to give a very special thank you to Laurel Delaney for being here with us and presenting. Laurel, thank you so much.

Thank you so much for hosting me. Such an honor. Thank you.

You are so welcome. We are so appreciative. Everyone, we are so appreciated you taking time out of your day to attend this live session. We hope you all have a great rest of your day and we look forward to seeing you all next time. Take care. [ event concluded ]