



WASHINGTON STATE SBDC EXPORT READINESS CENTERS



WSBDC International Trade Specialists Provide Your Business with Export Training, Advising Expertise, Market Research and Market Entry Planning



Cornerstones of Export Readiness



EXPORT READINESS STARTS HERE

EVALUATE EXPORT READINESS

PRODUCT Knowledge

Has your company successfully produced, marketed & sold products and/or services in the U.S.? Is it aware of demand in foreign markets?

MARKET Opportunity

Has your company received purchase inquiries from foreign buyers or identified foreign market demand for its products and/or services?

OPERATIONS Commitment

Does your company have top management's commitment to provide direction, financial support and critical resources to enter foreign markets?

FINANCE Capability

Does your company have an Export Business Plan with secured financial resources that will fund your market entry and export activities?

Know Your Export Readiness Status

**EVALUATE
EXPORT
READINESS**

What is your Export Readiness Score?

**PRODUCT
Knowledge**

0 - 4

Low

6 - 8

Medium

10

High

**MARKET
Opportunity**

0 - 4

Low

6 - 8

Medium

10

High

**OPERATIONS
Commitment**

0 - 4

Low

6 - 8

Medium

10

High

**FINANCE
Capability**

0 - 4

Low

6 - 8

Medium

10

High





How do you Know if your Business is Export Ready?

- 1. Complete the WSBDC Export Readiness Assessment**
- 2. Consult with a WSBDC International Trade Specialist**
- 3. Request Research Assistance to Evaluate Target Markets**





WSBDC's Collaborative Approach To Export Assistance

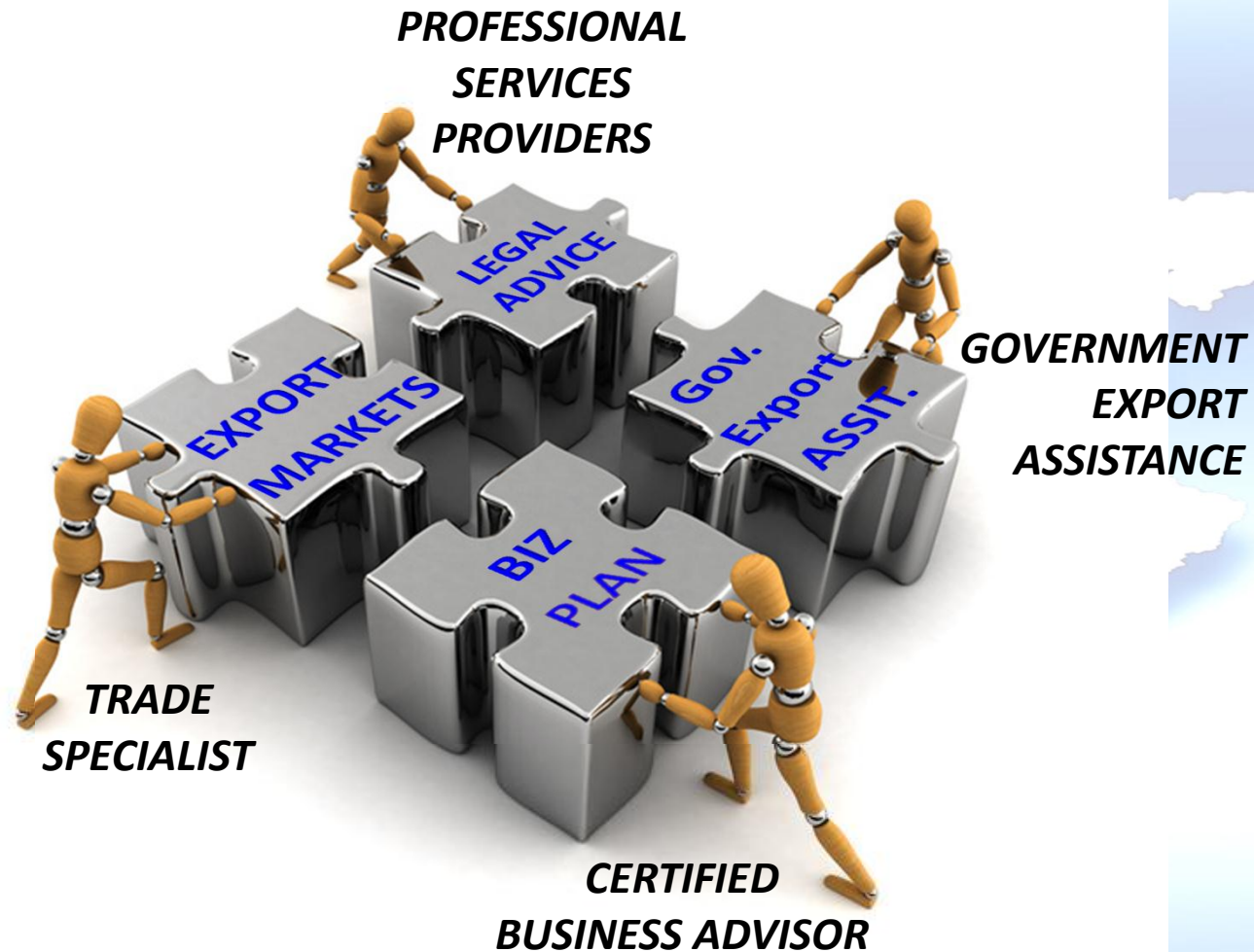
**WSBDC
TRADE
SPECIALIST**

**Market
Research
Team**

**EXPORT
CLIENT**

**CERTIFIED
BUSINESS
ADVISOR**

CLIENT CENTRIC Advising Approach



Expand your Market Reach by Learning How to Export





**Find out if you are ready to take
your products or services Global!**

Export Readiness Assessment

<https://export.wsbdc.org/survey/start>

Contact a Trade Specialist

**[https://export.wsbdc.org/cms/contact-
and-bios](https://export.wsbdc.org/cms/contact-and-bios)**