

COMMON PITFALLS I SHOULD AVOID

- Treating international sales like domestic sales
- Underestimating the time and resources required to close an international deal
- Quoting your price-in-the wrong currency
- Omitting duties and taxes, and other key costs such as transportation and insurance, from your export pricing
- Failing to consult with your financial institution and the Export Development Gorporation before commencing your commercial negotiations