



Accidental Exporting Gap Assessment



- Is it time to work smarter, not harder; on your global sales to generate more revenue for your company with less risk?
- Are you an accidental/reactive exporter without a solid written plan; even though you've exported for years?
- Are you missing revenues, wasting time, chasing unproductive export markets, creating unnecessary expenses; getting poor results from sales channel partners?
- Are you globally diversified enough to weather a US economy downturn?



WMEP's Accidental Exporting Gap Assessment identifies the factors that drive revenue.

Through this guided assessment, WMEP assists your company in identifying sales and revenue opportunities. Our facilitated discussion with your leadership team scorecards where you are against best practices of strategic exporters. The ability to have globally diversified markets allows you to quickly pivot in times of domestic down turns, and greatly increases your valuation multiple. This evaluation is validated with your team; and you receive a summary with session findings, complete with actionable recommendations.

Benefits of Automotive certification:

- Focuses attention on the activities that can generate revenue fast in your organization
- Low cost, high value evaluation
- Identify specific actions you can take to improve your revenue
- Quick and easy to complete

Accidental Exporting Gap Assessment is a service designed to find new ways for manufacturers to increase revenue. Accidental Exporting Gap Assessment is now being offered to qualified Wisconsin Manufacturers at \$1,500.



"This Gap Assessment was very insightful! My entire team is now excited to expand our international reach, acquire new exporting skills, and grow our business."

*Gary R. Steinhart, President/CEO
Drive Source International, Inc.*



WHO WE ARE

As a private non-profit corporation, we focus fully on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

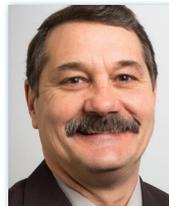
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