

WEBINARS

2013 WUSATA GOING GLOBAL WEBINAR SERIES

Wednesday, Aug 7 - Wednesday, Aug 28, 2013
Registration: Wednesday, Jul 24 - Monday, Aug 26, 2013
Webinar - Online | United States of America

EVENT DETAILS

WUSATA® and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: WUSATA Going Global Webinar Series August 7, 14, 21, & 28* 1:00pm-2:30pm PDT The exports of food are a shining spot in the economy and studies show small businesses are leading the way. Attend WUSATA's Going Global Webinar Series and learn how to take your business sales worldwide with proven tactics of how to make an export sale as easy and as profitable as a domestic sale. This series will be presented by John Spiers, author of "How Small Businesses Trade Worldwide". As a working small business international trader and adjunct lecturer, John, will share his research and practices to help food businesses start-up or expand in the international market place. Webinars: Getting Started: Approach & Qualification Meeting with an international buyer at a trade activity? Know what your buyer knows and learn to analyze your product sales and fit in the market. August 7, 2013 | 1:00-2:30pm PDT Think Like the Buyer Discover the buyer "Search and Learn" practice and how to create a minimum export sale offer. August 14, 2013 | 1:00-2:30pm PDT Face to Face Meetings: Close the Sale Companies will discover their unique secret weapon and will learn tips on how to drive the discussion toward a sale. August 21, 2013 | 1:00-2:30pm PDT After Meeting Follow-up Failed fast, failed early, learn how to redesign to overcome objections and how to define the least possible changes to gain the sale. August 28, 2013 | 1:00-2:30pm PDT *Companies are encouraged to attend and register for all four webinars in order to gain the designed maximum benefit.



INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Nursery	Nutraceutical	Organic
Produce	Pet Food	
and Products	Retail Products	Seafood