

DIALOG <i>Steps to Success</i>	<i>Export Marketing, Sales, Distribution & Logistics</i>	<i>Export Finance, Grants Insurance & Safeguards</i>	<i>Export Organisation & Personnel</i>
DIALOG provides <i>essential information</i>	1 ...on target sector trends and sales potential of the export market; technical standards, regulations and approvals procedures; distribution channels and competitors; trade fairs; export licences and import regulations; packaging and transport requirements; business conventions and cultural habits...	2 ...on the expected costs of trading overseas, national and European grants, marketing support programmes and sources of assistance; the various means of financing and repayment periods, standard delivery and payment terms; financial transactions and safeguards against non-payment...	3 ...on the structuring of the sales/export organisation of the company; the competence level of staff with regard to knowledge of the export market; export procedures, local business etiquette and customs; foreign languages; export management; export financing and export documentation...
DIALOG analyses <i>opportunities and risks</i>	4 ...regarding product suitability; level of technical backup; customer base and local business structure; the competition; sales routes and transport network; local contract and commercial law; market entry methods and cultural rules and distinctive business practices...	5 ...regarding liabilities, warranties and guarantees; payment and exchange rates, production, packaging and transportation; promotional investment; equity requirements or financing from outside sources, the viability of available grants ; means of financing and hedging techniques...	6 ...regarding the existing organisational structure and running of the marketing/export department by means of an "Export Audit"; the ability of marketing and export staff to meet the professional and temporal demands of foreign trade by means of an "Assessment programme"...
DIALOG develops <i>strategies and takes steps</i>	7 ...towards successfully overcoming market entry barriers; adapting the product range, sales planning and pricing; organising and supervising trade fair displays; running promotions in line with market conditions and establishing cultural-based business relations within the export market...	8 ...towards estimating the total required financing; acquiring reasonable credit terms, adequate insurance cover and credit insurance, taking advantage of suitable financing plans and national and European grants and checking the credit-worthiness of potential overseas customers...	9 ...towards optimising the organisational and operational structure of the export department, defining job specifications and compiling qualifications profiles, thus allowing the accurate evaluation of further training programmes required by export department employees...
DIALOG helps <i>achieve goals</i>	10 ...and assures successful market entry by providing experts with unique local knowledge to assist in the acquisition of suitable distributors and importers; by finding experienced advisors in contract negotiations, undertaking trade missions, arranging trade fair displays and promotional campaigns...	11 ...by providing financial experts to assist in the drafting of finance plans and combining various financing schemes; applying for available grants; negotiating export credit terms; selecting suitable insurance brokers and companies, completing export procedures, organising export documentation...	12 ...by providing experienced senior export managers, temporarily hired to assist in any internal organisational adjustments necessary for foreign trade; DIALOG coaching to ensure continuous development of the export organisation, targeted staff training carried out by qualified professionals...
DIALOG combines <i>global network with local strength</i>	13 ...by arranging contacts to local trade associations, and business advice organisations; commercial agents, distributors, wholesalers and importers, chambers of commerce , key services specialising in fact finding and market research...	14 ...by arranging contacts to legal experts for the purpose of drawing up contracts and providing overseas legal cover, local tax and customs advisors ; local relevant organisations and authorities; insurance companies and local professional services...	15 ...by arranging contacts to local and international personnel recruitment agencies; providing experienced export and sales personnel; local experts in sales promotion and distribution network; translators and interpreters...