

## Steve's Top-Ten Causes of Exporting Failures

1. Penny-wise, pound-foolish decisions  
"We don't need to do research. The market is huge. If we can only grab 0.5%, we'll be happy."
2. Throwing mud against the wall to see if some will stick  
"Let's advertise in a magazine or exhibit at a trade show and see if anybody comes to us"
3. Insufficient attention to detail  
"We sell through distributors, so we don't know anything about our product's end-users".  
"I'm not sure who our Sales Manager has contacted"
4. Looking at the world through rose-coloured glasses  
"So what could go wrong?"
5. Failing to consider, "What will they do if we do that?"  
"Another annoying competitor squashed by market leader"
6. Shooting from the hip  
"Well, that strategy didn't work, so why don't we just try . . ."
7. "If you don't know where you're going, any road will get you there"  
"I wasn't planning on introducing our product there just yet, but since you've asked . . ."
8. "If you can't measure it, you don't know very much about it"  
"Their product sells for somewhere between \$15 and \$30 a bottle"
9. "But we don't do it like that where I'm from"  
"I hear what you suggest, **but** what works great here is . . ."
10. Eyes bigger than stomach  
"I'm sure we can handle that volume. All we have to do is put on a third shift"