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**01\_ overview**

The BC Wood Export Readiness Training Program consists of 10 modules, each 1.5 hours in length, that provide a solid understanding of how wood product companies should prepare for exporting then launch into new markets outside of Canada.

Delivered virtually over 10 weeks, the courses are live and interactive, providing instruction and best practices from certified international trade trainers and subject matter experts.

Once complete, BC Wood members can access advisory services, advanced training and other supports that provide on-going assistance to members along their exporting journey.

This document provides module titles and course descriptions for use in marketing and promotion of the program.

**02\_ program visual**

The BC Wood Export Readiness Training Program consists of 10 modules in total, divided into three phases during the ten weeks of training.



The initial phase, consisting of the first four modules, presents exporting best practices around assessing a company’s exporting & marketing readiness, starting market research, and building an Export Plan.

The second phase provides in-depth information and minimum requirements on selling through distributors, setting pricing, managing logistics and coordinating financing.

The final phase focuses on understanding how to deploy effective international marketing, building out international sales, applying for funding and leveraging other exporting support programs.

### 03\_ modules

The 10 modules each have a specific focus and content that deals directly with a major requirement for exporting.

Each course will typically review a number of critical topics and will often include a guest speaker or BC Wood member that provides feedback, ideas, and relevant best practices on the subject matter.

#### Module 1

Course	Desired Outcomes
<b>Preparing to Export</b>	The participant can assess and review their company & products and work with management to ensure the company is ready for exporting.
<b>Date: Wednesday, June 8<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The opening module introduces the benefits to Canadian wood product companies from exporting and what is required within an organization to be successful at international.</p> <p>Topics include assessing a company’s exporting readiness, reviewing important internal resources, roles and processes required to export and understanding how exporting affects and changes an organization and how to plan accordingly.</p>	

Module 2

Course	Desired Outcomes
<b>Marketing Readiness</b>	The participant can review current branding, marketing strategies, messaging & content to ensure readiness for international audiences.
<b>Date: Wednesday, June 15<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The second module introduces participants to the importance of having a solid brand, value statement and messaging to ensure success in markets outside of Canada.</p> <p>Topics include understanding the importance of branding and clear messaging in international markets, best practices around marketing and selling internationally and understanding customer personas &amp; how they drive prospecting &amp; sales.</p>	

Module 3

Course	Desired Outcomes
<b>Building an Export Plan</b>	The participant will be able to start creating a comprehensive Export Plan targeting a specific territory for the company to use.
<b>Date: Wednesday, June 22<sup>nd</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The third module introduces the Export Plan, a key document that a company will use to track research, capture data, describe marketing and sales strategy with the goal of creating a document that acts as a solid action plan for international market entry.</p> <p>Topics include identifying internal resources and owners of specific tasks or projects, researching &amp; targeting markets, defining customer personas &amp; potential partners, exploring funding, and building a marketing &amp; sales action plan for initial exporting efforts.</p>	

Module 4

Course	Desired Outcomes
<b>Market Research</b>	The participant will understand what types of research are needed, how to find required data and how to use this data to create a strategy.
<b>Date: Wednesday, June 29<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The fourth module provides an overview of market research and why it is critical to success in any international activity. The company must research and understand how to target and connect with prospects in any new market.</p> <p>Topics include understanding target markets, validating a market, identifying potential sources for prospects, identifying events and activities in market that are relevant to marketing &amp; sales of the selected product.</p>	

Module 5

Course	Desired Outcomes
<b>International Distribution</b>	The participant will understand the differences between partner types, how to validate partners, how to find them & how to support them.
<b>Date: Wednesday, July 6<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The fifth module introduces the concept of indirect sales through partners in target markets, and best practices around supporting partners properly to ensure revenue growth.</p> <p>Topics include reviewing different types of partners and their value, determining what partners need to do in-market, validating partners and ensuring credit worthiness as well as training &amp; supporting their marketing efforts in the local market.</p>	

Module 6

Course	Desired Outcomes
<b>International Pricing &amp; Margins</b>	The participant will understand the most common costs related to international and how to set pricing & margins for distributors.
<b>Date: Wednesday, July 13<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The sixth module reviews best practices around determining the costs related to adapting and selling the product outside of Canada, and how to set applicable prices and margins for distributors.</p> <p>Topics include reviewing the most common costs of international, how to incorporate shipping costs, setting margins for indirect sales and pricing in different currencies and how free trade agreements affect costs &amp; potential revenue growth.</p>	

Module 7

Course	Desired Outcomes
<b>International Logistics</b>	The participant will understand how to prepare products for international shipping, negotiating contracts & understanding Incoterms®.
<b>Date: Wednesday, July 20<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The seventh module reviews the most common topics related to shipping products internationally and how to select and negotiate terms that best fit a company's abilities, risk levels and cost thresholds.</p> <p>Topics include reviewing common shipping formats for exporting, negotiating contracts and selecting Incoterms® that reduce risk and help control costs.</p>	

Module 8

Course	Desired Outcomes
<b>International Finance</b>	The participant will understand the most common aspects of dealing with financing internationally.
<b>Date: Wednesday, July 27<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The eight module introduces the core concepts around financing exporting activities and what companies will run into when dealing with billing, payments and financing deals.</p> <p>Topics include best practices around working with new credit sources, AR financing, currency conversion and Letters of Credit.</p>	

Module 9

Course	Desired Outcomes
<b>International Marketing</b>	The participant will understand best practices around marketing & messaging internationally.
<b>Date: Wednesday, August 3<sup>rd</sup>, 2022, 8:30 AM to 10:00 AM PST</b>	
<b>Course Description</b>	
<p>The ninth module reviews the importance of using the best marketing tools &amp; strategies for specific cultures and markets, and how companies need to build out their online presence and brand to help with sales into a new local market.</p> <p>Topics include customer personas and how to use them to set marketing strategy, best practices around messaging, developing content, building websites, and using social media specific to target markets.</p>	

Module 10

Course	Desired Outcomes
<p><b>International Selling, Funding &amp; Supports</b></p>	<p>The participant will understand how to use virtual sales tools, apply for funding and leverage supports for international sales.</p>
<p><b>Date: Wednesday, August 10<sup>th</sup>, 2022, 8:30 AM to 10:00 AM PST</b></p>	
<p><b>Course Description</b></p>	
<p>The final module will introduce the idea of selling virtually into international markets and how culture plays an important role, as well as introducing various programs and funding for exporting from provincial and federal sources.</p> <p>Topics include using virtual sales tools, how culture affects selling, support and funding from the Trade Commissioner Service and other associations and BC Wood programs.</p>	

## 04\_ modules – short descriptions

Below is a list of the modules with short, one-line descriptions.

Module	Title	Description
1	Preparing to Export	Participants learn the benefits of exporting and the core internal resources and roles needed for success
2	Marketing Readiness	Participants learn about the importance of branding & clear messaging when selling internationally
3	Building an Export Plan	Participants learn about creating an Export Plan that outlines strategy, target markets, customers, and a marketing & sales plan
4	Market Research	Participants learn best practices around conducting market research in a target market
5	International Distribution	Participants learn about selling through partners, including best practices on finding, validating and on-boarding partners
6	International Pricing & Margins	Participants learn how to set pricing and margins for international markets and distributors
7	International Logistics	Participants learn about shipping & contract best practices, including common shipping formats, Incoterms® & costs
8	International Finance	Participants learn about export financing, AR insurance, Letters of Credit & foreign currency management
9	International Marketing	Participants learn best practices around marketing outside of Canada, including messaging, websites, social media & branding
10	International Selling, Funding & Supports	Participants learn selling virtually to different cultures, funding exporting activities & international supports

## 05\_ other program deliverables

The program provides post-webinar documents that participants can use as guides or instruction on how to build out strategy and content for an Export Plan for entry into a new international market.

Each training session is also recorded, with a link sent post-webinar to all participants to access and review if required.