

7 Common Myths About Exporting

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The battle between facts vs. myths has always existed and that will never change. However, in order to make sure the facts are being heard and supported, it's important to discuss them periodically. In the business world, common "negative" myths about exporting are ubiquitous, but below, we've decided to break down these myths and give you a quick snapshot of the new reality:



1. Exporting is too risky

The new reality: Exporting to some markets, such as Canada, is no more risky than selling in the United States. Any risk can be identified and reduced through affordable assistance now available through the Commerce Department, the Export Import Bank of the United States, or your local chamber of commerce department.

2. Getting paid is cumbersome and I'll lose my shirt

The new reality: Trade finance and banking have evolved to the point where selling things internationally is routine, safe and efficient.

3. Exporting is too complicated

The new reality: Most exporting requires minimal paperwork. Researching markets and finding buyers can be done through the Commerce Department, the Export Import Bank of the United States, or your local chamber of commerce department.

4. My domestic market is very good. I don't need to export

The new reality: Few markets remain static. To remain truly viable most companies must recognize it's a global marketplace.

5. I'm too small to go global

The new reality: Not true. Even 10 years ago, nearly 42% of all U.S. exporters had fewer than 19 employees.

6. My product or service probably won't sell outside the U.S

The new reality: If it sells here then chances are it sells elsewhere. Plus, help is available to test its acceptance in more than 100 countries.

7. I won't be successful because I don't speak another language and have never been abroad.

The new reality: Cultural knowledge is always helpful, but you can learn as you go. English usually is enough in the business world and help is ready available for situations in which interpreters and translators are necessary.

Are you a small business thinking about exporting to international markets because you're looking for new revenue streams? Take a look at our "[7 Exporting Takeaways from the 2016 Small Business Exporting Survey](#)" blog which breaks down the most important takeaways from the latest small business domestic [survey](#).

Please be aware that there is assistance available that can help your company enter the exporting world and help secure international sales. These include services offered by the U.S. Department of Commerce, the Small Business Administration and the Export-Import Bank of the U.S. Here's a link to contact your EXIM [local business development office](#).

Note: the information above is credited to the [Metropolitan Milwaukee Association of Commerce's World Trade Association](#)