



CGBP Training

NASBITE Annual Training Forum 2026

2:15 pm - 3:15 pm | Tuesday, March 31, 2026

Global Marketing and Sales:



Small Business Development Center
University of Pittsburgh

Helping businesses start, grow, and prosper.



Brent Rondon, MPA, CGBP



Global Marketing, Part 2

University of Pittsburgh SBDC.

NASBITE International Member and
Board of Governors Member

CGBP Credential



Purpose

- Certification to demonstrate expertise and professionalism
- Career advancement pathway
- Support and improve the practice of international trade

CGBP Prep Course

- Review key elements of the practice delineation
- Tips for preparing for the exam
- Chance to learn from and engage with CGBPs
- Improve chances of successfully passing CGBP exam

CGBP Credential



Domains

- Global business management
- Global marketing
- Supply chain management
- Trade finance

Threads

- Documentation and recordkeeping
- Legal and regulatory compliance
- Cultural competence
- Technology
- Resources
- Risk & crisis management



Global Marketing

Global Marketing and Sales: Assess, plan, and assist with marketing and communication efforts, including research, sales, and promotional strategies to meet customer needs and global corporate goals.

Macro Analysis

- International borders are no longer barriers
- Global ecommerce sales are forecast to grow to \$8.09 trillion by 2028. (Shopify)
- Over 5.24 billion social media users globally. (DemandSage)
- They value the “Made in USA” brand, still a quality product.



Agenda

1. Top Management Commitment
2. International Market Entry
3. Export Legal Considerations
4. U.S. Export Regulations
5. International Regulatory Assessments
6. Cultural Considerations
7. Shipping, Pricing and Export Payment analysis
8. Political and Trade Risk Considerations
9. Tradeshow Preparation and Follow-up
10. Federal and State International Business Development Resources
11. Overseas Support



Top Management Commitment



Are the reasons for pursuing export markets solid objectives (such as increasing sales volume or developing a broader customer base), or **more frivolous (for example, the owner wants an excuse to travel)?**

How committed is top management to exporting? **Is exporting viewed as a quick fix for slumping domestic sales? Will export customers be neglected if domestic sales pick up?**

What are the expectations? How quickly does management expect export operations to become self-sustaining? **Wants quarterly results?**

What level of return on investment is expected?

International Market Entry



Has your company received purchase inquiries from foreign buyers? E-mails? ***(Pull effect)***

<https://www.trade.gov/research-country>

<https://www.trade.gov/australia>

<https://www.trade.gov/ccg-landing-page>

Have you identified foreign market demand for your products and/or services? ***(Push effect)***

<https://www.trade.gov/develop-export-plan>

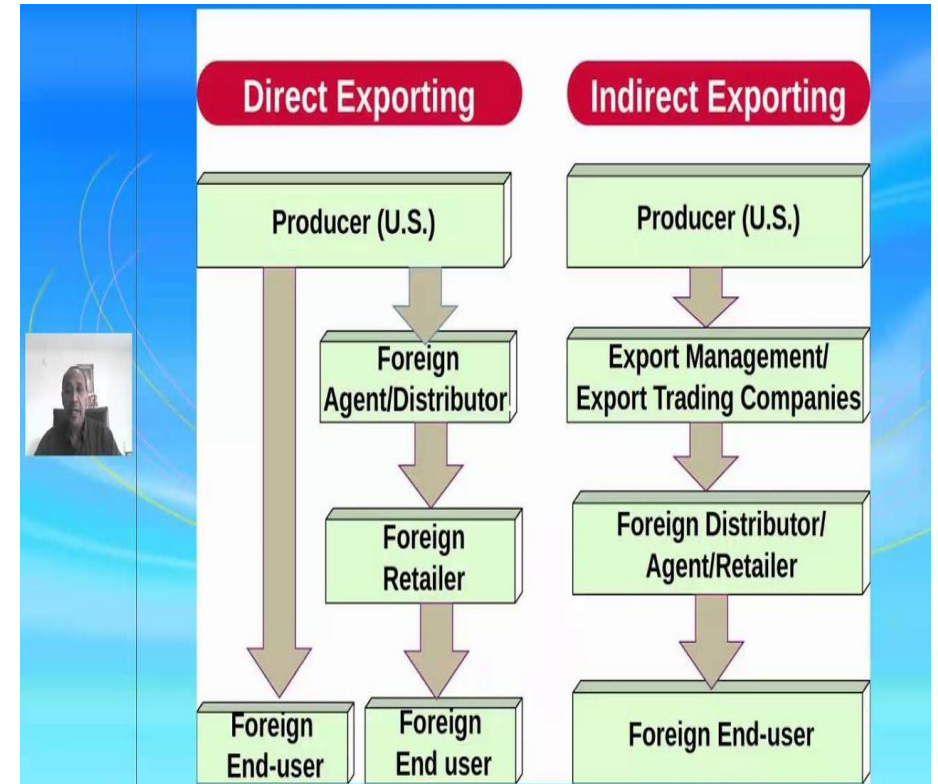
<https://www.trade.gov/conducting-market-research>



Indirect Exporting

- **Indirect Exporting:** Selling products in the U.S. through intermediaries such as export agents, trading companies, or export management firms. Good for New-To-Export companies. Less risk.

-
- Licensing
 - **Piggybacking**
 - Domestic Agents
 - Domestic Distributors
 - EMCs (Export Management Companies)/ ETC's (Export Trading Companies)
 - **Gray Marketing**



Indirect Exporting



Which one is Piggybacking?

- a) A Wisconsin-based manufacturer of whiteboards used in classrooms sells to a Florida-based export management company that sells primarily into Europe. The Florida company then exports the whiteboards through its distributors in Europe.
- b) A Wisconsin-based manufacturer of whiteboards used in classrooms sells to a Florida-based manufacturer of LCD projectors used in the classroom. The Florida company then exports the whiteboards through its distributors in Europe.
- c) A Wisconsin-based manufacturer of whiteboards used in classrooms sells to London, U.K. based manufacturer of LCD projectors used in the classroom. The London company then exports the whiteboards through its distributors in Europe.
- d) A Wisconsin-based manufacturer of whiteboards used in classrooms sells to its network of distributors in Europe. Those distributors then further sell the whiteboards to local schools.

Source: www.exportconnector.com

Direct Exporting



Direct:

E-commerce

FDI (Foreign Direct Investment, i.e., own stores, factories)

Licensing and Joint Venture.

Direct Exporting: Selling products directly to foreign customers or distributors without intermediaries.

- Sell directly
- Higher profit
- More control

Most firms start indirect and later move to direct exporting.

Country Legal Considerations



- Legal & Regulatory Compliance
 - Common Law
 - Civil Law
 - Theocratic Law
- Contracts and dispute resolution
- Import regulations in target countries
- Intellectual property protection toolkits:
 - <https://www.uspto.gov/ip-policy/ipr-toolkits>
- Intellectual property protection international attaches
 - <https://www.uspto.gov/ip-policy/ip-attache-program/regions>



Country Legal Considerations



- Which of the following would be an appropriate resource for obtaining and protecting intellectual property rights at home and abroad.
 - a) Your local congressman's office
 - b) www.Stopfakes.gov
 - c) The Library of Congress
 - d) The Federal Register

Source: www.exportconnector.com



U.S. Export Regulations



Bureau of Industry and Security (BIS): Check the Consolidated Screening List to make sure the U.S. Government allows you to sell to the foreign buyer.

Due Diligence to qualify your export buyer.

- Country
- Company
- Person name
- Usage, no transshipment

End-Use/User Statements generally require customers to certify that they will not use the exporter's products in a manner that violates U.S. export laws or reexport or transfer those products to persons, entities or destinations prohibited from receiving them ("Restricted Parties").

Sample of an End User Statement.

https://www.rfmw.com/data/sales_notes/end_user_statement.pdf

<https://shippingsolutionssoftware.com/blog/what-are-end-user-certificates-and-when-do-you-need-one>



U.S. Export Regulations



Background check on a foreign company?

The U.S. Commercial Service's ***International Company Profile*** service and/or any State International Trade program.

U.S. Banks

Foreign Embassies located in Washington DC.

Private databases like D&B Street, Visual Compliance.



U.S. Export Regulations: Exporting is a Privilege Not a Right



DESTINATION CONTROL STATEMENT



"I confirm that the goods will not be used in

nuclear, biological or chemical weapons, or missiles

re-exported or sold to a third party who is known or suspected to be involved

or to any sanctioned entities, etc., etc....."

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International Regulatory Assessment

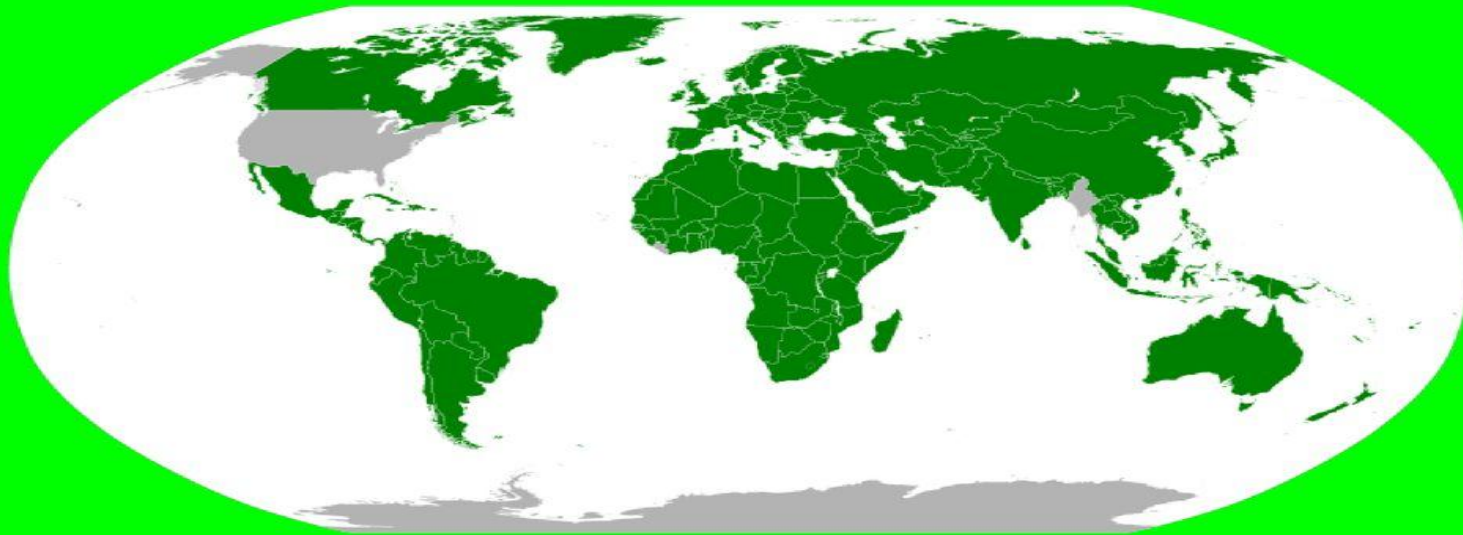
- Evaluating regulatory and product adaptation.



International Regulatory Assessment



Countries in green use the
metric measurement system.



Culture

Organizational **Hierarchy: Power Distance**

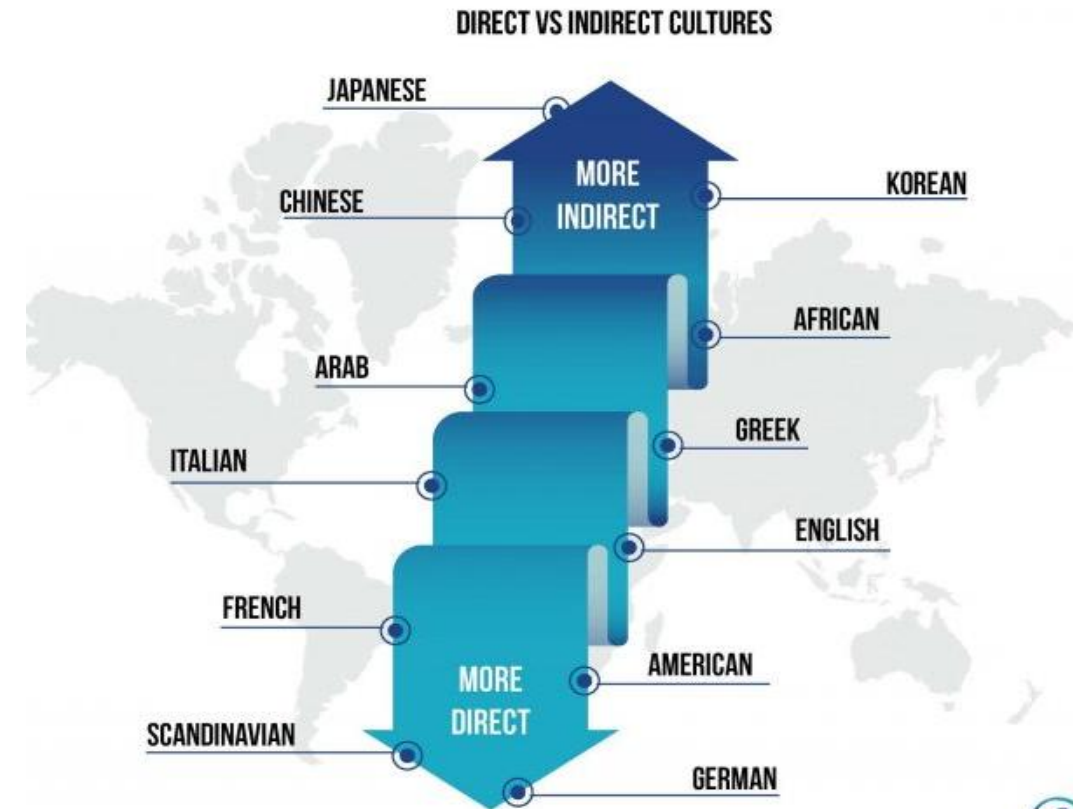
Decision- Making Styles: **Individualism vs Collectivism**

Communication Styles: **Direct vs. Indirect (Context vs No Context)**

Dutch management researcher Geert Hofstede, there are six dimensions to understanding the differences in culture across countries.

www.geert-Hofstede.com

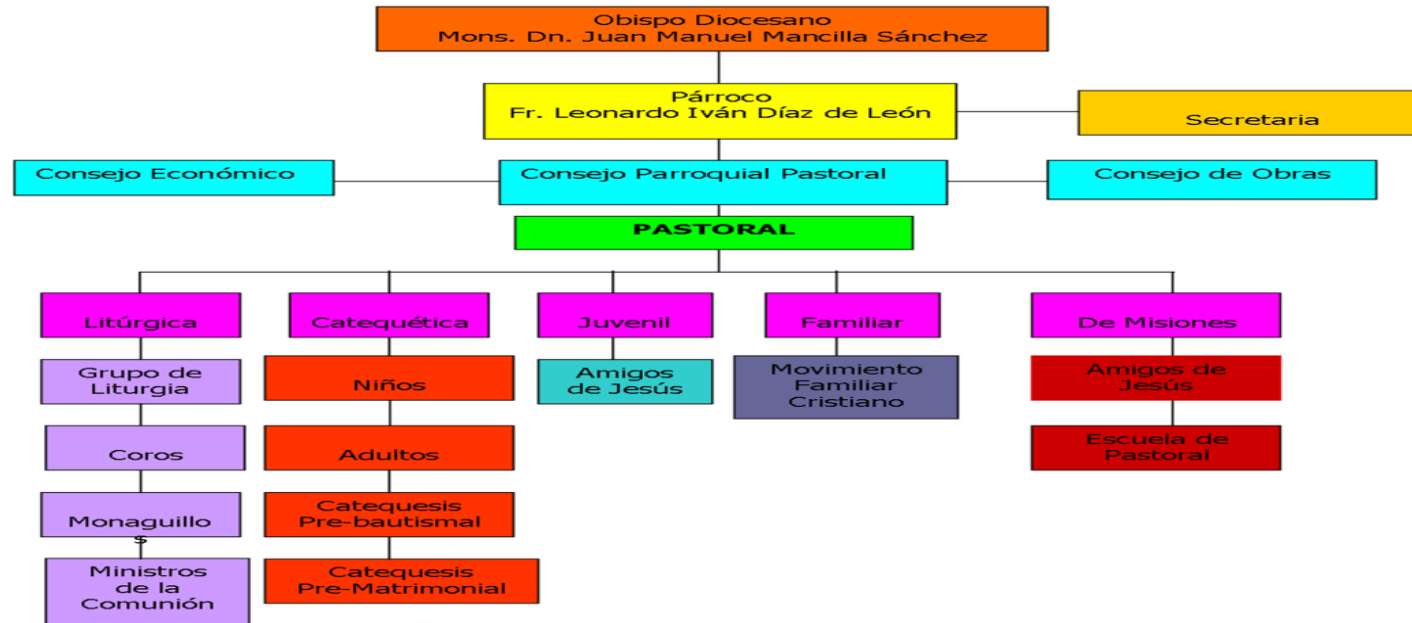
<https://www.simplypsychology.org/hofstedes-cultural-dimensions-theory.html>



Hierarchy vs Egalitarianism



Organizational Chart-Hierarchy is important



Individualism vs Collectivism



- In Japan, relationships come first
- In the U.S., transactions are more direct

Exporting is not just transactional—it's relational.

Linguistic Factors in Culture

Evaluating linguistic factors.

Learn basic hello, thank you and other key words in the foreign language of your client.

Language can be key to building trust and rapport, inclusiveness and connection.

Trust forms the bedrock of successful international business negotiations.

- **Language** - **Trust**
- **Negotiation style** - **Communication**
- **Business etiquette** - **Decision making**



in international ecommerce

why to speak the buyer's language?



42% never make
any purchases in languages



Llegá más lejos



TOYOTA
Vayamos Juntos

International Marketing

- Focus on pictures,
- Bilingual messages. (Brazil?)
- Either use actors, sport figures.
- Travel and engage with the market



Know Your Price: EXW, FOB, CIF, DDP

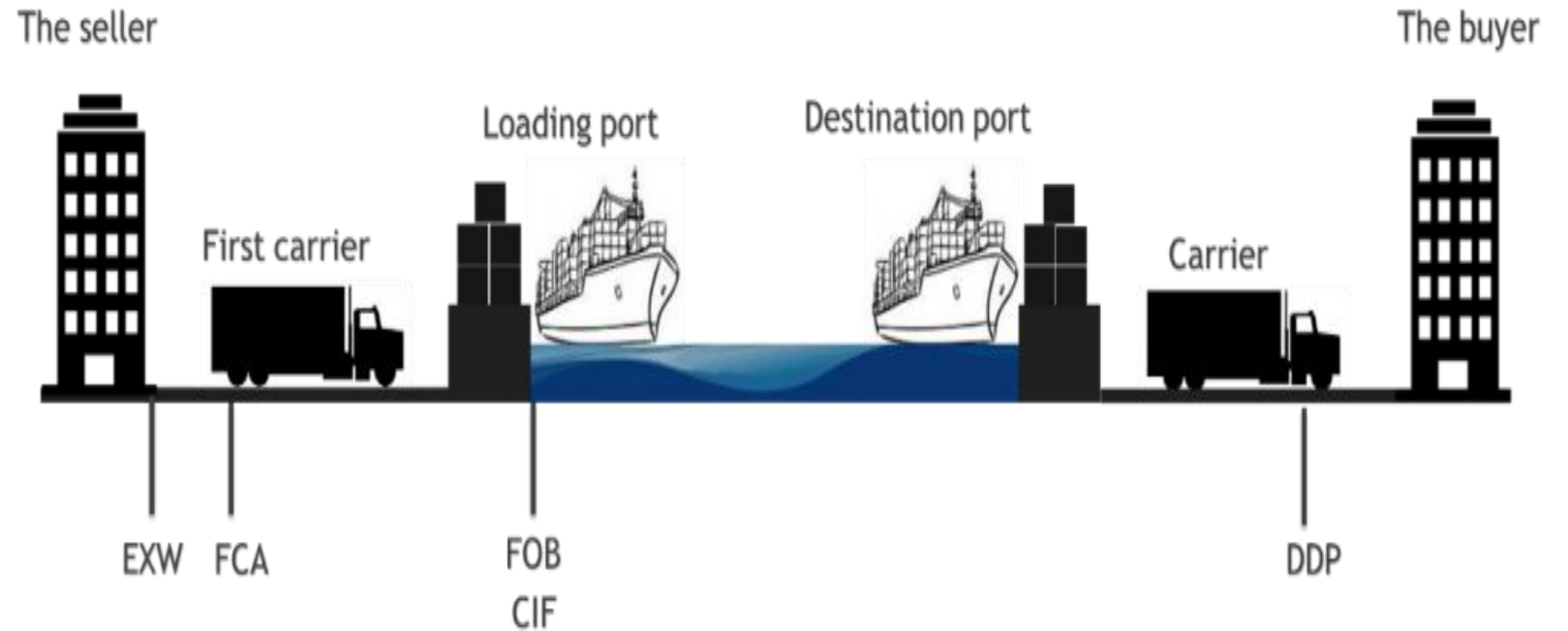


Transfer of risk from the seller to the buyer

WHY NEGOTIATE?



TO GET A BETTER DEAL THAN HAD YOU NOT NEGOTIATED
(e.g., pay the asking price or seek a lower one)



Factors influencing Export pricing

TARGET MARKET: Analyze customer segments, their needs, and willingness to pay.

COMPETITION: Research competitor pricing and value propositions.

COST STRUCTURE: Calculate production, export, and marketing costs.

ECONOMIC CONDITIONS: Assess economic climate, currency exchange rates, and inflation.

EXPORT REGULATIONS: Understand tariffs, taxes, and import duties.

DISTRIBUTION CHANNELS: Consider margins for foreign distributors.

- Shipping
- Tariffs
- Currency exchange
- Distribution costs



Types of Export Pricing



Skimming Pricing or Premium: Positioning products at the high end of the market to emphasize quality and exclusivity. E.g. launching a new smartphone.

Cost-Plus Pricing: This method adds a markup to the production cost, reflecting the total cost of producing the product.


Market-Based Pricing: This involves setting the export price based on the market conditions, including demand and competition.

Penetration Pricing: Entering a new market with a lower price to quickly gain market share. E.g. new detergent

Dynamic Pricing: Adjusting prices in real-time based on market demand and competition. E.g. Uber or airline tickets.


Value-Based Pricing: Charging based on the perceived value of the product to customers. E.g. Starbucks

Market-Specific Pricing: Setting prices individually for each market based on local competitive dynamics and customer preferences. E.g. developing countries price.



Price Skimming
[ˈprɪs ˈskiːmɪŋ]

When a company charges the highest initial price that customers will pay and then lowers it over time.

 Investopedia

The complex block features a blue background. On the left, there is an illustration of a person in a dark suit and white shirt standing on the edge of a rectangular pool. The person is holding a long-handled net and is scooping up several dollar signs from the water. The pool is filled with blue water and has a white border. To the right of the illustration, the text "Price Skimming" is written in a bold, black font. Below this, the phonetic transcription "[ˈprɪs ˈskiːmɪŋ]" is shown in a smaller font. Further down, a paragraph explains the concept: "When a company charges the highest initial price that customers will pay and then lowers it over time." At the bottom right of the block, the Investopedia logo is displayed, consisting of a small circular icon followed by the word "Investopedia".

Exporting is not risk-free—but risks can be managed

Commercial risk – buyer doesn't pay:

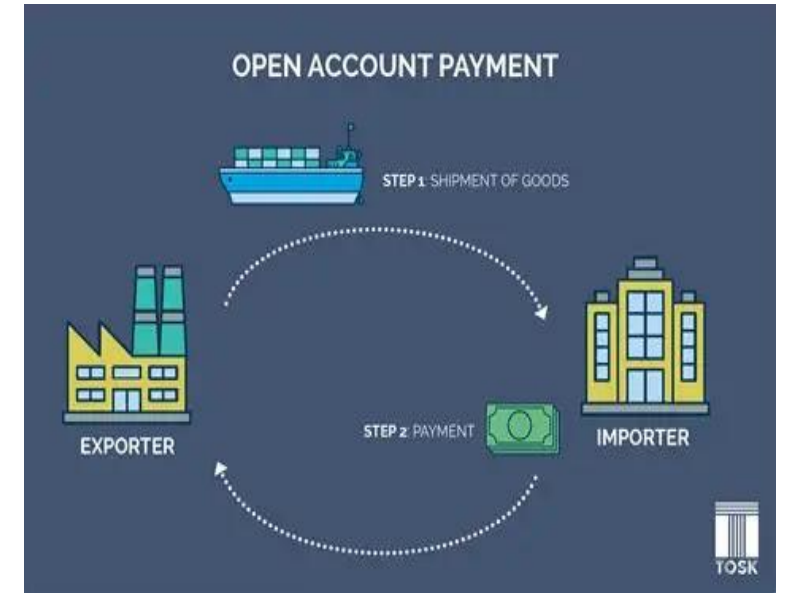
Political risk – government changes rules:

Currency risk – exchange rate fluctuations:

Letters of credit

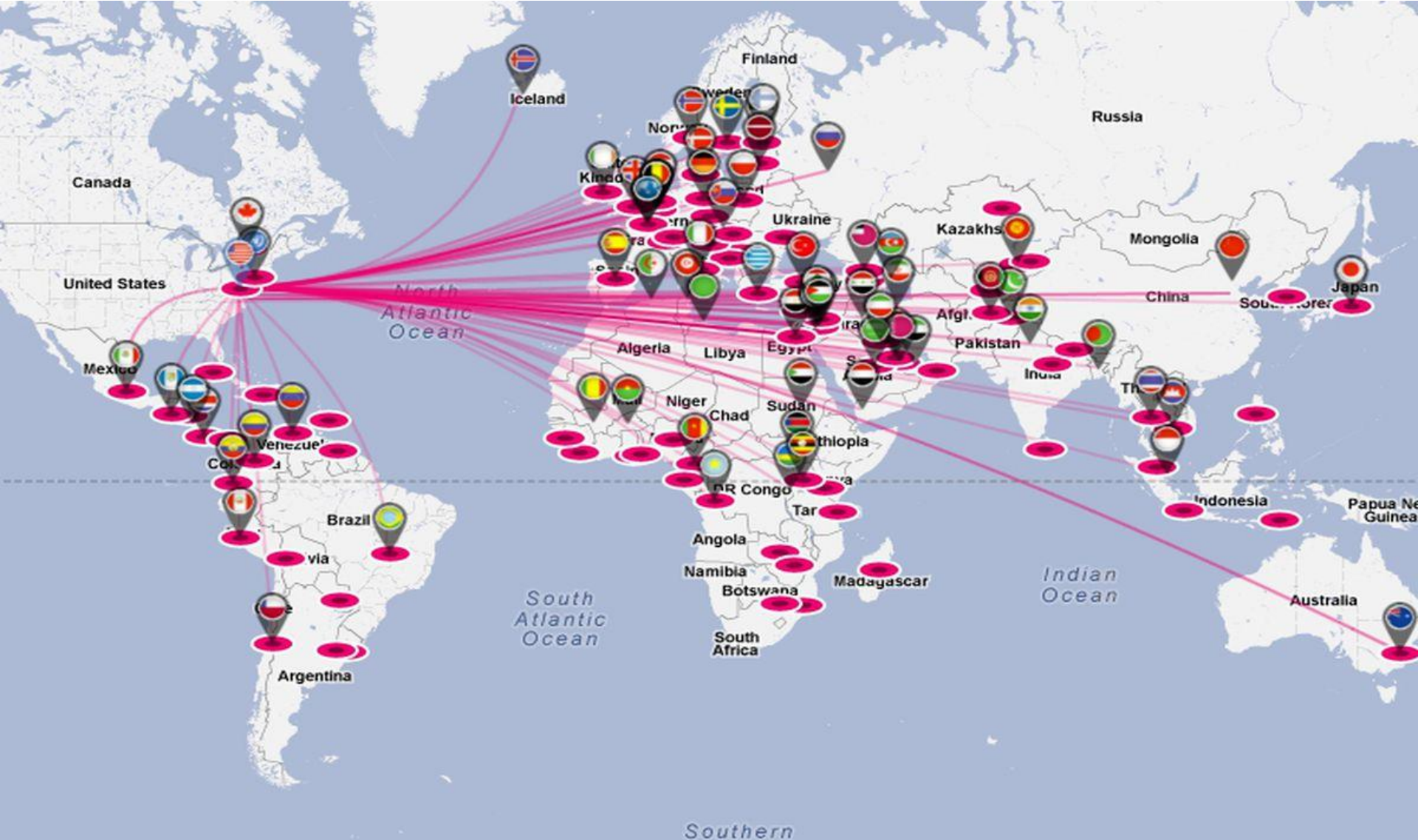
Export insurance

Hedging



EXIM Bank offers the **Export Credit Insurance program** to protect against Non-payment.

Federal Resources for Export Marketing



U.S. Commercial Service

International Partner Search

Gold Key Service

Single Company Promotion

Featured U.S. Exporters

Trade Show Representation

Foreign Buyer Delegations at U.S. Trade Shows

Virtual Fair

Virtual Introduction

Help Winning Foreign Government Procurement

Liaison to Multilateral Development Banks

Commercial Diplomacy – Trade Barriers



[Services for Current Exporters](https://www.trade.gov/services-current-exporters)

<https://www.trade.gov/services-current-exporters>



States Assistance with Exports



PENNSYLVANIA AUTHORIZED TRADE OFFICES

1.- AUSTRALIA	Australia, New Zealand
2.- CANADA	Canada
3.- CHINA	China
4.- CZECH REPUBLIC <i>Central Eastern Europe</i>	Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary Latvia, Lithuania, Poland, Russia, Romania, Serbia, Slovakia Republic, Slovenia, Ukraine
5.- GERMANY	Austria, Germany, Italy, Switzerland
6.- INDIA	India
7.- ISRAEL <i>Middle East Region</i>	Egypt, Greece, Israel, Jordan, Turkey
8.- MEXICO	Mexico
9.- NETHERLANDS	Belgium, Netherlands,
10.- SINGAPORE <i>ASEAN</i>	Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
11.- SOUTH KOREA	South Korea
12. TAIWAN	Taiwan
13.- UNITED KINGDOM	Denmark, Finland, Ireland, Norway, Sweden, United Kingdom

Trade Show Preparation

Which show? Big fish, small pond or vice versa

Company credibility

Industry association

Multiple meetings with limited travel

Research

Sales take time

Domestic shows

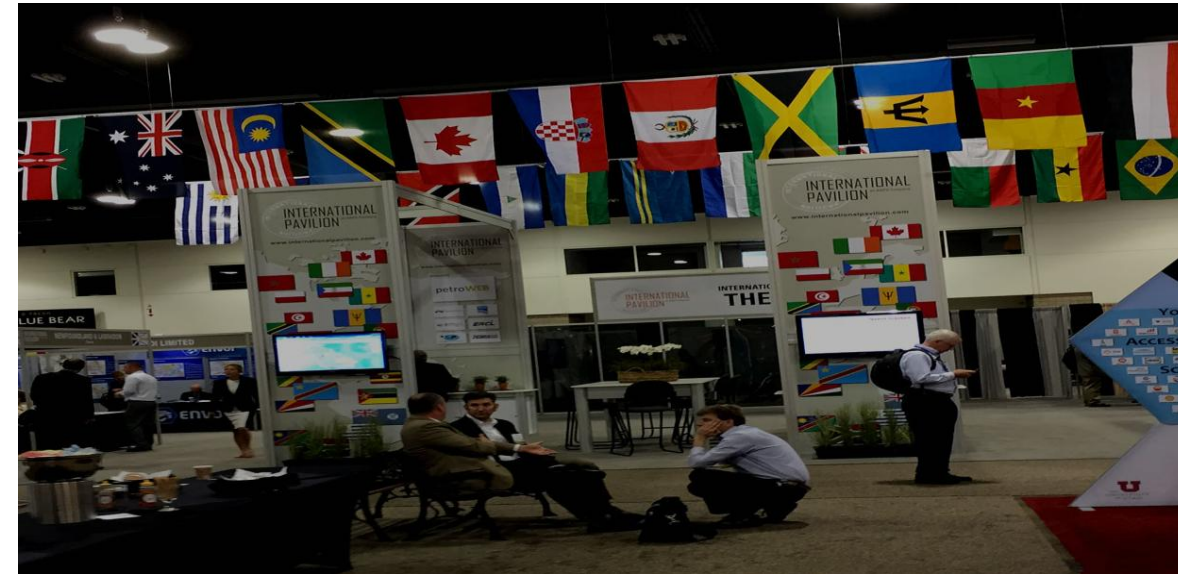
Inbound buyers & int'l exhibitors

Find Exhibitor Listing

Sort by State for trade clients

Complimentary partners

AI analysis with limited filter functions



Overseas Support

PA Department of Community and Economic Development

- Contracted foreign nationals
- Do NOT do sales
- Partner introductions - Distributors and agents
- End users
- Trade show identification and support

PA Department of Agriculture or the U.S. Department of Agriculture

Food Export / SUSTA / WUSATA

Industry Trade Associations

- American Hardwood Export Council - Association of Equipment Manufacturers.
- US Meat Export Federation - Specialty Food Association
- US Dairy Export Council - National Mining Association
- US Highbush Blueberry Council -



Summary



Common Pitfalls

- Do things “the way we do it here.”
- Proceed without an international marketing plan.
- Fail to obtain commitment from top management.
- Chase orders around the world instead of establishing a profitable base.
- Assume product modifications to meet foreign regulations and cultural preferences are unnecessary.
- Choose speed over care when selecting overseas business partners.
- Treat international and domestic distributors unequally.
- Ignore the importance of language and culture.
- Be export ready



Thank you and best wishes on the exam!

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