



Bringing New Products to New Markets



.....Lessons from 20 years of exporting

Advantages you already have



IN 1998, THE INTERNET WAS NEW



YOU HAVE A POWERFUL
ADVANTAGE – THE ENGLISH
LANGUAGE

Sentry Protection Products

- Formed in 1998
- Spun from a building materials product company
- Initial product created new products
- Contract manufacturing
- Began exporting in 1999



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Sentry's products



Export strategy

- Who would buy our products?
- Where are these customers?
- How can we reach those customers?
- Developed a 2 tier strategy
 - North America, Europe
 - Exporting to SA, Asia



Advancing Global Business

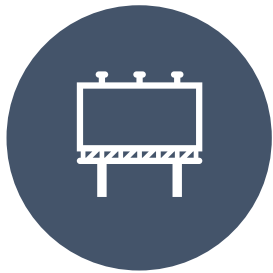


Export Goals

- Expand the market size for our products
- Utilize the assets we've already created
- Diversify the base of sales



How do we reach our target markets?



ADVERTISEMENTS



WEBSITE



TRADE SHOWS



UTILIZE THE RESOURCES
ALREADY GATHERED
FOR YOU

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Export resources



US Commercial Service

Gold Key Service



State Export help

State offices in other markets
Export Assistance Network



Resistance to our products



THIS ISN'T THE WAY
IT'S DONE



WHERE IS THE
TESTING?



WHO APPROVED
THIS?

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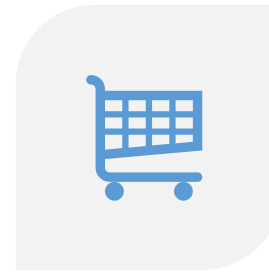
Make it easy to buy



DO YOUR RESEARCH



SELL IN THE CURRENCY
OF YOUR CUSTOMER



GET THE PRODUCTS TO
YOUR MARKET



FIND ALLIES

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Export results

- We currently sell to about 35 countries
- Exports account for 30-40% of sales
- 2006 Ohio E-Award winner
- 2014 President's E-Award







Our lessons learned

1

Make it a
priority

2

Figure out
the
differences

3

Don't be
timid

4

Be patient

5

Keep at it;
reinvent

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Thank You & Good Luck!

