



# The Exporters Roadmap



## (Steps to Successfully Ship Internationally)

### Overview:

*Are you looking to master the export process with a clear, step by step practical guide?*

This comprehensive short course which runs over 6, 2hr online workshops, is designed for individuals or businesses looking to master the entire export process: starting from the initial research to the final steps of record-keeping.

Whether you're a beginner to exporting or experienced and looking to streamline your current export procedures, this course will provide you with the essential knowledge and skills needed to successfully navigate the export process when trading internationally.

### Workshop Topics:

- Market Research & Customer Communication
- Sale Success
- Preparing to Move Goods (Documentary Requirements)
- Moving the goods – Logistics & Freight
- Customs Procedures & Formalities
- Compliance Auditing & Record Keeping

By the end of this short programme, you will have a clear, practical understanding of every step required to successfully export goods internationally.

### Further Details & How to Book:

This programme can be booked as a complete block or as individual workshops, allowing you the flexibility to attend all six sessions or select only those most relevant to your business needs.

**\*\*Please note:\*\* Discounts are also available for block bookings.**

#### Programme Pricing:



##### **Block Bookings: (all 6 workshops)**

- Members: £795 + VAT
- Non-Members: £1500 + VAT



##### **Individual Bookings:**

- Members: £170 + VAT
- Non-Members: £280 + VAT

#### Timings & Location:



9:30am – 11:30am



Online - Zoom



**Lincolnshire**  
Chamber of  
Commerce

**EXPORT**  
UNLOCKED

# Workshop Topics Detailed:

## 1. Market Research & Customer Communication:

Learn how to identify target international markets and assess the demand. During this workshop we will guide you through using tools and resources to research potential buyers and competitors in different regions. We will also provide support on how to develop strategies to maintain clear and professional communication with international clients, learning how to handle negotiations, cultural differences, and post-shipping customer service.

## 2. Sale Success:

The process involved once a successful international order is placed typically involves several steps across multiple departments, ensuring the goods are shipped, cleared through customs, and delivered on time. This workshop will take you through the key areas required to fulfil the international order and ensure the goods successfully arrive at their destination.

## 3. Preparing to Move the goods – Documentary Requirements:

Don't let documentation be the bottleneck in your exporting process, this workshop will cover the key documentary requirements placed upon exporters when exporting goods outside of the UK to ensure goods reach their destination smoothly.

## 4. Moving the goods - Logistics & Freight:

Understand the step-by-step logistics of international shipping, from choosing freight forwarders to managing shipping routes. Learn how to efficiently work with your freight forwarder to coordinate customs clearance, insurance, and transportation. Learn also how packaging requirements play a huge role in the successful exportation of goods.

## 5. Customs Procedures & Formalities:

Gain hands-on knowledge of the key documents and processes required for customs clearance, including commercial invoices, packing lists, certificates of origin, bills of lading, and more. Learn when and how to prepare these documents to avoid delays. This workshop will also cover sources of help available to exporters to support with the complexities around customs declarations.

## 6. Compliance Auditing & Record Keeping:

Learn how to properly store and manage your export records for future audits, tax purposes, and maintain your compliance with HMRC.



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Contact: [international@lincs-chamber.co.uk](mailto:international@lincs-chamber.co.uk) for further information.