

## EXPORT TIPS: INTERNATIONAL

### 1) Do you know how to get discounted freight rates?

Ask your freight forwarder to check for backhaul or long haul LTL (less-than-truckload) rates.

Learn more at: <http://fedex.com/us/freight/main/>

### 2) Did you know that the FDA issues notices of exemption from nutrition labelling requirements to small businesses?

Exemptions can depend on the number of employees, units sold or annual gross sales. Companies have to apply for exemptions - eligibility can be found on the FDA website under Small Business Nutrition Labelling Exemption: [www.cfsan.fda.gov](http://www.cfsan.fda.gov).

### 3) Why you didn't get the order.

The three most common mistakes made by sales representatives are: 1) they didn't follow the companies buying process; 2) they didn't listen to the customer's needs; and 3) they didn't follow-up. Learn how you can avoid making the same mistakes by reading the following article: <http://hbr.harvardbusiness.org/2006/07/selling-the-sales-force-on-automation/ar/1>.

### 4.) Want to sell your product in Europe but not sure if it requires CE markings?

The CE marking is a mandatory European marking for certain product groups to indicate health and safety requirements. Check out <http://www.newapproach.org/Directives/DirectiveList.asp> for more information.