

Exports – getting the basics right.

Whether you are new to export or a more seasoned exporter there are certain key aspects to successful exporting that must not be ignored.

Detail is critical and failure to approach the process in the right way can lead to disappointed customers, lost contracts, and, worse still, just not getting paid.

The basics are:

- **Quoting:** What should a quote include and how do I define what is included (and as importantly, how do I define what is not included)?
- **Incoterms:** What are Incoterms and how do they assist in the quotation process?
- **Insurance:** Is my cargo insured and if not how do I go about making sure if the worst happens I am covered?
- **Packing:** What is IPSM15 and how do I pack goods so they arrive safely and I comply with any overseas regulations.
- **Invoice:** What information should appear on my commercial invoice?
- **Getting paid:** How do I get paid, should I offer credit, and what methods can I use to secure payment?
- **VAT:** Should I charge VAT on the transaction and if I zero rate goods what will I need to provide to HMRC to justify zero rating the goods.
- **Documentation:** What documentation should I provide?

Getting the basics right will help ensure that the export process is as smooth as possible and will lead to more successful and repeat overseas sales.