



Top Tips for Growing your Export Markets

How to pick the right customers and ensure you will get paid?

TIP #1 Identify risks



- ✓ Risk of non-payment
- ✓ Foreign exchange risk
- ✓ Political risk

TIP #2 Find reliable information to check your customers



- ✓ Up-to-date information to balance the need for increasing sales but getting paid
- ✓ Legal obligations and access to information not the same everywhere

TIP #3 Make sure your paperwork is accurate

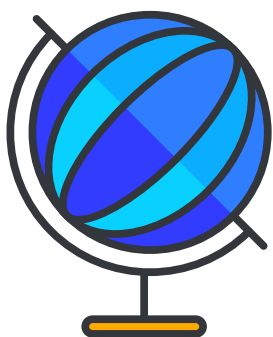


- ✓ Specify the payment terms and method, any late payment penalties, etc.
- ✓ Take into account any local practices

TIP #4 Maximise your chances to secure payment



- ✓ Understand the local legal procedures and linguistic aspects to anticipate non-payment
- ✓ Know how to conduct an out-of-court negotiation



Mitigating export risks requires the right information.

Euler Hermes knowledge helps you pick the right customers, markets and credit limits in order to avoid and minimise non-payment.

More information: www.eulerhermes.co.uk



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