

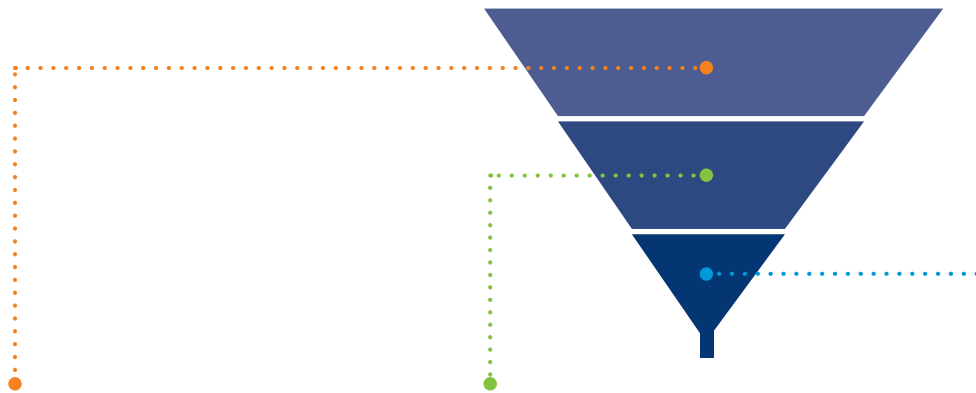
CUSTOMER FUNNEL

and Corresponding Marketing Materials

The sales funnel is the route exporters take from having little or no awareness about EXIM products to making a purchase. This funnel is divided into three different stages.



NOTE: Companies at all stages may want to hear how other small businesses succeeded at exporting. Visit exim.gov/results to learn more.



1.) Lead Generation

Initially, exporters may not understand the benefits of EXIM products. The goal for Leads is to **promote product awareness** and **provide education** about trade finance products.

Brochures & Whitepapers

- [ECI Overview](#) (2 pgs.)
- [Express Insurance Overview](#) (2 pgs.)
- [MWOB+ Support](#) (7 pgs.)
- [Apply STEP Grant Funds to ECI](#) (1 pg.)
- Market Guides (8 pgs.)
[Canada](#) [Colombia](#) [Germany](#)
[Mexico](#) [South Korea](#) [Japan](#) etc.

Charts & Infographics

- [Government Support for Small Businesses](#) (1 pg.)
- [How ECI Works](#) (1 pg.)
- [Why Use a Broker](#) (1 pg.)
- [Increasing Borrower Capacity](#) (1 pg.)

Success Stories

- [Collection of articles, videos, case studies, and webinars](#)

2.) Prospect Nurturing and Closing

The goal for Prospects is to **promote interest** in specific EXIM products to lead to Authorizations. This involves more **focused education** about the opportunities and challenges for which EXIM can offer solutions.

Brochures & Whitepapers

- [Reducing Risk on Letters of Credit](#) (4 pgs.)
- [Export Credit Insurance](#) (6 pgs.)
- [Express Insurance](#) (6 pgs.)
- [Application Best Practices](#) (1 pg.)
- [Qualifications & Costs](#) (2 pgs.)

Charts & Infographics

- [Insurance Claims Timeline](#) (1 pg.)
- [Qualifying a Foreign Buyer](#) (1 pg.)
- [ECI Policy Comparison](#) (1 pg.)
- [ESS v. ESC Comparison](#) (2 pgs.)
- [FIBC](#) (1 pg.)
- [Medium-Term Insurance](#) (1 pg.)

3.) Customer Support

Once an exporter has reached the EXIM Customer stage, they have committed to an EXIM policy. The goal is to **help them manage their new policy**.

Brochures & Whitepapers

- [DCL/SBCL](#) (6 pgs.)
- [STCS Document Templates](#) (3 pgs.)
- [Policy Endorsements and Special Conditions](#) (5 pgs.)
- [Two Important Documents When Shipping to the Border](#) (2 pgs.)
- [Credit Application Explained](#) (3 pgs.)
- [Invoices Explained](#) (2 pgs.)
- [Purchase Orders Explained](#) (1 pg.)
- [Trade Reference Forms Explained](#) (1 pg.)

Charts & Infographics

- [Qualifying a Foreign Buyer](#) (1 pg.)
- [Claims Documentation Requirements](#) (1 pg.)