



State Trade Expansion Program (STEP) Grant

Actual and Projected Export Sales - Reporting Definitions

WTC Utah and the SBA requires each STEP recipient to submit the \$ value of actual and projected export sales attributable to grant-funded activities. This information helps WTC Utah and the SBA evaluate and improve STEP program management. While generating exports sales is the ultimate goal of the program, STEP recipients are not evaluated solely on these metrics. Successful use of these grant funds should return export sales over time. Reporting unrealistically large amounts of projected export sales that translate into zero export sales only makes STEP management more difficult. **You understand your business and sales cycle best. Rely on your knowledge and intuition and recognize that these numbers will likely change over time.**

Actual Sales

WTC Utah defines actual sale as, "**The \$ value of revenue completely or partially attributable to your grant-funded activity.**" This includes **any orders received from a new client during the next two years as well as any increase in sales to current clients during the next two years** that you believe is attributable to your grant-funded activities. **Please count receivables** in this total, even if payment is 60 or 90 days out. While you are obligated to report actual export sales from grant related activities for two years following the grant award, **there is no time limit on reported sales.** Therefore, if you sign a contract for five years, please report the entire value of the contract up front. While WTC Utah will not follow up with you after the two years are complete, we hope you will continue telling us your international success long after.

Projected Sales

WTC Utah defines a projected sale as, "**The \$ value of potential revenue completely or partially attributable to your grant-funded activity within the next two years.**" While this may be difficult to forecast, we suggest using the following guidelines:

1. Consider potential client(s) you met directly or indirectly as a result of the grant-funded activity.
2. Given what you know about the client and your own sales process, estimate the potential export sales in dollars for that client. If your typical contract length exceeds two year, include the entire contract.
3. Repeat the process for each potential client and sum.

****A note on reporting actual and projected export sales:*

*During the two years following the grant-funded activity, **please adjust your reporting of actual and projected export sales as opportunities as won, lost or created.** If you project a \$10,000 sale, and win a sale for \$7,500, please let us know your projected sales from the event have decreased by \$10,000 and your actual export sales have increased by \$7,500. If in a year, the same customer contacts you for another potential \$10,000 sale, please update your total for projected sales.*