III. SELLING IN CHICAGO TERRITORY

Opportunities for Canadian Producers

Despite already substantial sales of Canadian goods, tremendous additional potential exists for new Canadian exporters and new Canadian products. U.S. buyers are interested in almost any item that can compete in quality, distinctiveness and laid-down price. Many existing U.S. supply sources are more distant than potentially competitive ones in Canada.

The three-state territory lies in the very heartland of the United States. Being the third-largest metropolitan area in America, Chicago handles more freight trains than any other city, and claims the world's busiest commercial airport, O'Hare.

The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign" and thus buy and invoice Canadian goods through domestic purchasing departments. Proximity to the market as well as personal and corporate connections can help Canadians compete successfully where transportation costs and delivery times are concerned, and also enable them to purchase on the same basis as their U.S. rivals. Canadian competitors must nonetheless strive to expend full marketing efforts to secure acceptance of their wares on the bases of design and quality.

Before selling in the United States, Canadian companies should be prepared to:

1) pursue business on a continuing basis;
2) take greater pains to make a favorable first impression than they would in the Canadian context;
3) quote, deliver and follow up aggressively in order to overcome U.S. competitors.