

# A Step-by-Step Approach to Selecting a Manufacturer's Agent in the U.S.

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## **STEP 1**

Prepare a long-term market plan for your company and select the products you want to launch in the United States. Include details like the landed price of the product in the U.S. after payment of any duties, Customs brokerage fees, insurance, and so on. (See Appendix 2)

## **STEP 2**

Research the U.S. market for both state and national government regulations and conditions controlling the entry and sale of your product. Check for acceptability of the product specifications. (See Chapter 1)

## **STEP 3**

Determine the logical U.S. territories to launch your product. Consider such factors as proximity to your plant, and competition. (See Chapter 2)

## **STEP 4**

Prepare a sample presentation of your products, including landed price in the U.S., delivery terms and samples, if appropriate. (See Chapter 2)

## **STEP 5**

Write to the Canadian consulates in the selected U.S. territories and state your goals. Include step no. 4 in your information. At this stage, the trade commissioners can provide advice about the market conditions in their territory. You can also obtain general guidance and the names of some agents specializing in products sold to the types of customers you are targeting. (See Appendix 6 and Chapter 3)

## **STEP 6**

Write to the manufacturers' agents selected, clearly stating your aims in seeking sales representation. (See Chapter 3)

## **STEP 7**

Make a trip to the selected market area to survey the competition first-hand. Let the Canadian consulate know about your plans *in advance* if you are seeking an appointment that fits your itinerary. The trade commissioners will know many of the manufacturers' agents and representatives in the post's territory. (See Chapter 4)

## **STEP 8**

Follow up on the information you collected on the trip. Do you need to make changes in your market strategy? (See Chapter 4)

## **STEP 9**

Compile a short list of manufacturers' agents to interview. (See Chapter 3)

## **STEP 10**

Visit those agencies that you consider to have serious potential. Have one or two of the agencies' staff visit your production facility and offices. (See Chapter 4)

## **STEP 11**

Obtain expert legal advice. (See Chapter 6)

## **STEP 12**

Negotiate the terms of an agreement with the agent you have selected. (See Chapter 6)

## **STEP 13**

At all times, keep the lines of communication with your agent. Support your agent's efforts in the new territory. Emphasize frequent and continued contact to resolve all problems with your agent and with your U.S. customers. (See Chapter 7)