

- Manufacturers should visit the market area and spent time with a short list of potential distributors before making a selection. It is necessary to realize that a considerable amount of selling time can be wasted if the wrong selection is made.
- We recommend selecting a distributor who handles a manageable range of other products. In the case of packaging machinery, an adequate technical background will be essential for distributors or representatives.
- Most distributors or representatives have been established for some time and will readily give manufacturers an idea of their preferred methods of doing business. Canadian manufacturers should be prepared to be flexible, particularly in the early stages.
- Canadian manufacturers should budget realistically for the cost of establishing and supporting their marketing operation in California. Budgets should contain funds for regular marketing, service, and technical trips to the area, designed to support distributors. The cost of providing regular communication and for stocking certain spares and parts should also be considered.
- An excellent way of securing distributors' or representatives' fullest attention is to offer pre-sales incentives in the form of limited funds for promotional activities.
- Canadian manufacturers should also be prepared to take space in the West Pack Show in co-operation with their distributors.