



THE ROAD TO SUCCESS

Exporting Services to the United States

ADDED FEATURE!!

If you are considering selling your firm's services in the U.S., then you should see...

STEPS TO SUCCESS: EXPORTING TO THE U.S.

...a 28-minute video that describes the six critical steps to becoming a successful service exporter to the American market.

This video, produced by External Affairs & International Trade Canada and the Canadian Exporters' Association, features practical tips from Dr. Dorothy Riddle, a Canadian consultant specializing in service sector development. Dr. Riddle highlights the important differences between marketing services and selling products to Americans.

***STEPS TO SUCCESS: EXPORTING TO THE U.S.** is full of practical advice and useful tips for small and mid-sized business and professional service firms that want to take advantage of opportunities flowing from the Canada-U.S. Free Trade Agreement. This video will help you to:*

- * pinpoint your niche in the U.S. market*
- * prepare for the fast-paced U.S. business scene*
- * identify your best client prospects*
- * establish your firm's profile in the U.S.*
- * start selling to American prospects*
- * follow through to get new clients.*

If you are planning to expand your service business into the United States, the information in this video could save you hundreds of hours of marketing time, and thousands of dollars in selling costs.

YOU CAN ORDER YOUR COPY OF "STEPS TO SUCCESS: EXPORTING TO THE U.S." BY MAILING THE FORM ON THE REVERSE SIDE ALONG WITH A CHEQUE OR MONEY ORDER IN THE AMOUNT OF \$19.95, PLUS GST.