

- If selling to a distributor, has the expected quantity of orders been placed? If not, has the distributor offered explanations for any short-fall or recommended changes in your product, service or price?
- If selling through a trading house, how successful has it been in selling your product abroad? If the performance has been poor, would it make sense to look at alternative distribution options?
- If working with partners abroad, has the relationship been mutually beneficial?

## **FINANCING**

- What methods have you been using to receive payment for foreign sales?
- Have they been satisfactory?
- How long have you had to wait for payment?
- Has there been a negative impact on your working capital?

- Have you had credit or collection problems?
- Have you incurred any bad debts?
- Are you satisfied with the services of your bank?

## **PROMOTION**

- Are there better, more cost-effective ways to promote your product?
- Does your promotional material (brochures, sales letters, samples, etc.) need to be modified or improved?
- Have you learned anything about the target market that warrants a reassessment of your promotional strategy?

## **SHIPPING**

- Are you and your foreign customers satisfied with the shipment and delivery of your product?
- Are there less expensive or quicker ways to get your product to the market?
- Is your freight forwarder doing a good job?