

only at the buyer level but on engineering, design and quality-control offices as well. The advantages of the representatives include economy, direct, and often social contact with buyers, and closeness to the scene of possible problems. The Canadian Consulate General in Dallas maintains information on the majority of manufacturers' representatives operating in its market territory and can often make suitable suggestions for Canadian manufacturers.

## Delivery

Delivery must be exactly to customers' specifications, which are as rigid as any in the world. Many U.S. plants work on inventories as short as one or two days, and could be shut down by a delay of a few hours. Failure to adhere to rigid delivery schedules is one of the surest ways of not being asked to quote again.