

fications, samples if possible and all the price, delivery and quality-control information a buyer will need to evaluate your capabilities against his current sources.

Many buyers keep up-to-date records on their suppliers. You will enhance the impression you make on your first visit by providing a résumé including the following:

- vendor's name, address and telephone number;
- name, address and telephone number of local representative if applicable;
- date established;
- size of plant;
- number of employees;
- principal products;
- location of plant;
- description of production facilities equipment;
- description of quality-control facilities and procedures;
- transportation facilities;
- approximate yearly sales volume;
- list of representative customers;
- financial and credit rating.

We suggest however, that before you visit this territory, you write to the Canadian Consulate General, Commercial Division, Suite 1310, Three Parkway Building, Philadelphia, Pennsylvania 19102, to obtain some preliminary information on opportunities existing there. Your letter should contain:

- 1) a summary of your past experience in this market territory;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but also c.i.f. Philadelphia or an American port of entry;
- 4) delivery time scheduling from date of receipt of order;
- 5) the warranty you offer;
- 6) the rate of commission to manufacturer's representative or percentage discount structure for a distributor.

Reciprocal Visits

Many buying organizations survey new vendors' facilities personally before placing continuing business. If they do not visit as a matter of course, it is good sales strategy to invite them.