

d. Sales inducements

While slightly over one-half of the retailers believed that Canadian sales inducements were less than those offered by U.S. manufacturers, it is far less than the 94% who responded similarly on the same subject in the Greater New York City area market study three years ago.

e. Furniture Markets Attended

Almost two-thirds of the stores represented in the market study attend the High Point furniture market. Considering the great distance from the study area, this is a very imposing statistic. We were mildly surprised to learn that the Minneapolis and Seattle markets were not better attended by more stores from the Northwestern U.S. area.

f. Sales Representation

An overwhelming majority of Canadian and U.S. furniture is purchased through sales representatives. Consequently, adequate sales representation in the U.S. is of paramount importance to the Canadian furniture manufacturer. Many retailers commented that there had been no effort to sell them Canadian furniture. Some of their comments were:

"They should have a strong rep in the area."

"We would consider Canadian furniture if any reps came by."