

8. What level of service support do you require from the manufacturer whose products you sell?

- 9.1% did not answer
- 27.3% require little to no service support
- 63.6% require a high level of service support from their suppliers

These distributors said they expect the products they buy to be maintained by their suppliers. They expect immediate attention to their problems, and replacement of defective parts when needed. 88% of the distributors that require service support specified that they expect a 90 day warranty to the end user.

Field or department service was considered especially convenient.

9. Is this service level available from your current suppliers?

- 6.1% did not answer
- 18.2% require no service support at all
- 69.6% are satisfied with the service support from their current suppliers
- 6.1% are not satisfied with the service support from their current suppliers

One distributor explained that service from some of his suppliers is very slow.

10. Do you have any problems with supply, delivery, etc?

- 18.2% did not answer
- 60.6% said they are experiencing very few to no problems
- 21.2% said they are experiencing problems with supply and delivery

About three-quarters of these said delayed deliveries are often a problem

11. What is the extent of your market territory?

- 6.1% did not answer
- 6.1% operate nationally and internationally
- 18.2% operate only in the United States and Canada
- 21.2% operate only in the United States
- 33.3% operate for the most part in the Western States
- 15.1% operate only in California

12. How many salesmen do you have?

- 9.1% did not answer

high: 770

low: 0

average number of salesmen: 12.3

13. Which major groups do you consider your key client groups, i.e. professional, manufacturing, commercial, medical, etc.?

- 9.1% did not answer
- 12.1% do not concentrate on particular groups
- 78.8% do concentrate on particular groups

Most of these distributors reported that they focus on manufacturing, professional, and commercial groups. Computer reselling, banking, government, scientific/engineering, education and legal groups were also mentioned often.

New Suppliers Information

14. Are you interested in considering select Canadian products for addition to your portfolio?

- 6.1% did not answer
- 0% answered no
- 93.3% were interested in considering Canadian products

15. Have you purchased Canadian products?

- 3.0% did not answer
- 75.8% have not purchased Canadian products
- 21.2% have purchased Canadian products

If so, how successfully did they sell and do you have any comments on pricing and Canadian attitudes?

Of the distributors who have purchased Canadian products, a number complained about extensive importing paperwork, and several complained about high prices.

Several felt that Canadians have a passive approach to selling and lack sophisticated marketing techniques. As a result, there is little Canadian brand name awareness in the United States.

16. How should an interested Canadian supplier contact you, i.e. appointment, letters or phone call?

- 42.4% did not express any preference
- 42.4% prefer to be sent a letter with product information
- 9.1% prefer to be phoned
- 6.1% prefer to be contacted by appointment

17. Would you be interested in learning more about Canadian computer technology via government sponsored seminars, etc?

- 12.1% did not answer
- 24.2% would not be interested in attending government sponsored seminars
- 63.6% would be interested in attending government sponsored seminars

18. Are you interested in the possibility of a joint marketing venture with a Canadian company? Would you like to investigate this further?

- 6.1% did not answer
- 12.1% would not be interested in forming a joint marketing venture with a Canadian company
- 81.8% would be interested in investigating the possibility of a joint marketing venture with a Canadian company