

## Following up the Initial Call

U.S. buyers expect to be called on more frequently than their Canadian counterparts. That may be as often as every two weeks at some periods of the buying year. The usual solution is to appoint a manufacturers' representative or to sell through brokers, jobbers or distributors, as the situation warrants.

## Price Quotations

Quotations should be submitted both on a laid-down basis, buyer's warehouse, factory or an American port of entry; and on an f.o.b. Canadian plant basis, exclusive of Canadian sales and excise taxes. Always quote in U.S. funds unless specifically requested otherwise. The landed price should include transportation charges, U.S. customs duties if applicable, brokerage fees, and insurance. The quotation should be comparable in format to quotations from United States sources. Buyers cannot be expected to understand or be sympathetic with customs duties or other matters peculiar to international transactions. That is solely the responsibility of the Canadian exporter and a "cost" of international business.

Canadian exporters may not be granted the same opportunities for renegotiating initial quotations as they have been accustomed to in Canada. That is because U.S. buyers must often work to tighter purchasing deadlines and target prices. Thus they may have to accept the first bid as final.

## The Manufacturers' Representative

Use of the commission agent or salesman is a more common sales technique in the U.S. than it is in Canada. The better representatives are highly qualified by education, training and experience. They know their customers and call regularly — not only at the buying level, but also on engineering, design and quality control officers. The advantages of resorting to the services of a representative can include economy, closer business and social contacts with buyers, and being on the scene immediately when problems arise. Representatives are also more in tune with the local nuances of doing business in the Upper Midwest, and they tone down the foreign aspect of buying from a