

own time before entering into business negotiations, and as a rule it is very unwise for a salesman to attempt to discuss business in the first interview. The representative who is diplomatic will consider the social aspect first. He will endeavour to create a good impression on his prospective customer, knowing quite well that if he secures his confidence business will follow, if there are any orders obtainable. The choice of a salesman to operate in foreign markets, is therefore, a very important matter. If he is expected to make a general canvass of a foreign country and to cover the interior districts and smaller towns, a working knowledge of the language of the country visited is almost essential. While this is also desirable in the case of agents or representatives who only visit the large industrial centres, it is not absolutely necessary.

TRAINING FOREIGN REPRESENTATIVES

Until recently Canadians have not fully realised what a large export business means to a country. We are only slowly discovering our capacity for production, and with our natural advantages and raw materials it would appear that the future of our export trade should be very bright. Firms which contemplate extending their business beyond the scope of domestic trade should, in addition to thoroughly familiarizing themselves with foreign business conditions and customs, educate their promising young employees to the advantages of a knowledge of foreign languages, more particularly French and Spanish, with a view to promoting them to be representatives in foreign countries so that Canada may, in the not far distant future, take an important place among the exporting nations of the world.

AS OTHERS SEE IT

In emphasizing the importance of export business, we cannot do better than quote the words of Sir Herbert Hambling, General Manager of the London Provincial & South Western Bank Limited. In a recent address to the shareholders of that institution, speaking of the position of the United Kingdom, he stated:

"All our problems of finance, cost of living, exchange, trade position, and the maintenance of a higher standard for our working classes—all are to