

Reciprocal Visits

Many buying organizations survey new vendors' facilities personally before making long-term commitments. If the buyers do not come as a matter of course, it is good sales strategy to invite them.

Following up the Initial Call

United States buyers expect to be called upon more frequently than their Canadian counterparts. This may be as often as every two weeks at some periods of the buying year. Although some Canadian companies may lack the sales force to accomplish this, the problem can be overcome by appointing a manufacturer's representative or selling 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. This 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. This 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 Manufacturer's Representative

The commission agent or manufacturer's representative is more commonly used as sales technique in the U.S. than in Canada. The good representatives are highly qualified by education, training and experience. They know their customers and call regularly — not