

- (3) Prices, in U.S. dollars, f.o.b. factory but particularly c.i.f. Detroit or an American port of entry.
- (4) Delivery time scheduling from date of receipt of order
- (5) Warranty offered
- (6) Rate of commission to manufacturer's representative or percentage discount structure for a distributor.

Reciprocal Visits

Many buying organizations check out new suppliers' facilities personally before placing continuing business. If they don't come as a matter of course, it is good sales strategy to invite them anyway.

Following Up the Initial Call

U.S. buyers, particularly in the motor vehicle field, 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. Most Canadian firms lack the sales force to accomplish this; however the problem can be solved by appointing a manufacturers' 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