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## III. SELLING TO THE MID-ATLANTIC STATES

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### Opportunities for Canadian Producers

Despite already substantial sales of Canadian goods, tremendous additional potential exists for new Canadian exporters and new Canadian products. U.S. buyers are interested in almost any item that can compete in quality, distinctiveness and laid-down price. Many existing U.S. supply sources are more distant than potentially competitive ones in Canada.

### The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign", and thus buy and invoice Canadian goods through domestic purchasing departments. Proximity to the market, coupled with personal and corporate connections, can help Canadians compete successfully where transportation costs and delivery times are concerned, and make it possible for them to sell on the same basis as their U.S. rivals. Canadian competitors must nonetheless extend full marketing efforts in order to secure acceptance of their wares on the basis of design and quality.

Before selling in the United States, Canadian companies should be prepared to:

- 1) pursue business on a continuing basis;
- 2) take greater pains to make a favourable first impression than they would in the Canadian context;
- 3) quote, deliver and follow up aggressively in order to overcome U.S. competitors.

### The Initial Approach

The best introduction is by personal visit. A representative or distributor may be appointed later but, initially, large-volume buyers prefer to meet their prospective suppliers face to face.

It is important to make a complete presentation on the first call. Your proposal should include literature, speci-