
When a trading house contacts a firm as a potential supplier, there are several things it should do beyond merely quoting. J. Rigby, vice-president of Rigby Trade Limited, stresses the following points:

1. **Take the trading house seriously.** Accepting the specifications and then sitting on them, or waiting until the day before the bid is due and then deciding to bid, is hardly fair.
2. **Quote A.S.A.P.** Time is always of the essence. Tenders never allow enough time for leisurely responses.
3. **Quote complete.** This involves quoting the best price including federal sales tax, provincial sales tax, all duties and taxes ex factory price per unit, any discounts for quantity, export packaging (if necessary), and delivery to port or consolidation point. The quote must also include estimated packed weights and dimensions, estimated delivery times and validity of the prices.
4. **Include pictorial information.** Send a minimum of three sets of brochures and literature with the bid. What buyer would not like to see what he or she is getting?
5. **Include relevant information** regarding the goods, such as guarantees, spare parts, consumables, installation, maintenance, etc. Though these extras can be offered as options, including information about them will show that both the trading house and the supplier really care about their product and about servicing the buyer.

Once the trading house has all this information, the best bid possible can be presented. If awarded the contract, the trading house will monitor deliveries, arrange shipping and completion of the terms of the purchase contract. The onus to provide the product quoted on time is upon the manufacturer. In many cases, for example, Rigby Trade is the purchaser of the goods to be exported, and will take over all export functions once the goods have left the factory.

Clearly, international tendering via a trading house takes much of the sting out of the beast!