

- quoting, delivering and following up aggressively in competition with U.S. suppliers.

The Initial Approach

The best introduction is by a personal visit. For some products comparison shopping is advisable to evaluate market potential. Some type of representative or distributor may be appointed later, but large volume buyers usually want to meet their prospective suppliers personally.

Often, appointments are not necessary with individual buyers, but as a matter of good form it is usually advisable to start with the director of purchasing or his equivalent and through him meet the proper buyers. An advance notification in letter form can be handled by the Commercial Division of the New York Consulate General.

A complete presentation on the first call is most important. This should include literature, specifications, samples if possible, and all the price, delivery and quality control information a buyer needs to evaluate your capabilities against his current sources. Many buyers keep up-to-date records on their suppliers. A favourable impression is made if a résumé, such as the following, can be supplied at the time of the first visit:

- vendor's name, address and telephone number
- name, address and telephone number of local representative, if applicable
- date established
- size of plant
- number of employees
- principal products
- location of plants
- description of production facilities and equipment
- description of quality control facilities and procedures
- transportation facilities
- approximate yearly sales volume
- list of three representative customers
- financial and credit ratings.

Reciprocal Visits

Many buying organizations check out new suppliers' facilities personally before placing continuing business.