

the targeted sales area than to "mend the fences" in an overly ambitious sales area and seriously jeopardize the export program.

2. Method of Selling

There are many methods of selling to the targeted areas. Some of the methods are:

- Direct accounts
- Company salesmen
- Exclusive sales representatives
- Distributors
- Multi-line sales representatives
- A combination of any of the above

As stated earlier, an overwhelming majority of all furniture buying in the U.S. is through sales representatives. It is unlikely that many Canadian furniture manufacturers could justify or support exclusive sales representatives or company salesmen. However, a multi-line sales representative can be an excellent alternative.

The present-day furniture sales representative is asked to do a lot. A recent editorial in "Furniture/Today" stated that, "Perhaps no other group of professionals in the furniture industry is so caught up in the path of change. Going from hard driving order-taker to marketing expert is not an easy transition." A sales representative today is expected to