



- b) Direct Sales. A Canadian supplier should establish a direct sales organization to provide contact with purchasing decision making personnel at regular intervals. The sales force can either be contract salesmen or a manufacturer's representative. The critical factor is that the salesman or representative be fully knowledgeable concerning the product. It is also preferable that the sales force be from the Southeast so that they are knowledgeable of the geographic area and, hopefully, pulp and paper industry personnel.
- c) Trade Shows. The TAPPI biannual Trade Show and Exhibition at the World Trade Center in Atlanta, Georgia should be utilized by Canadian manufacturers to introduce their equipment. The TAPPI show is the largest industry show and normally receives the highest rate of attendance by purchasing authority personnel. The presentation of the equipment exhibit and the calibre of the personnel manning the booth are extremely important. The next show will be held from 2-5 March 1986. Planning for future shows commences immediately after the completion of the current show, so timeliness is critical to reserve preferred space. There are numerous small shows targeted to specific clientele that manufacturers may want to consider as part of their marketing plan.
- d) Customer Seminars. Supplier seminars hosted at the clients' mills, corporate offices, or technical centers are highly recommended. These seminars reduce the time requirement for mill participants. The seminars given during working hours should be limited to one hour in length and to a singular product line. Several suppliers may join together for an after-hours program combined with refreshments or dinner. The program should not exceed three suppliers and the individual presentations should be shortened to approximately forty-five minutes and breaks scheduled between presentations. The presentations should be scheduled prior to dinner or refreshments.

Sandwell recommends that suppliers utilize seminars to present product lines and information to consulting engineering firms and construction firms. The increasing popularity of design/construct projects is shifting some of the purchasing authority from the clients to engineering/construction firms. Suppliers should stress the amount of vendor engineering that can be supplied and also the amount of pre-wiring/piping that could reduce erection costs.

- e) Advertising. There are numerous trade journals in the pulp and paper industry in which to advertise. The supplier should stress in his advertising the broad utilization of his product, perhaps highlighting current installations and customer comments. Sandwell recommends that direct mailings be utilized to supplement advertising as it can be targeted. In addition to normal promotional literature, a supplier can utilize technical papers given at seminars or articles from magazines that can highlight their products. Mailing lists are available from the various professional associations and from the sponsors of all seminars or training programs.