

Appointments with individual buyers are often necessary. 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. Advance notification in such cases is advisable.

A complete presentation on the first call is 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 including the following can be supplied at the time of the first visit:

- your name and company name, address and telephone number;
- name, address and telephone number of local representative (if applicable);
- the year in which your firm was established;
- size of plant;
- number of employees;
- principal products;
- geographical location of plant;
- a description of your production facilities and equipment;
- available transportation facilities;
- approximate yearly sales volume;
- a list of representative customers;
- a statement of your financial and credit ratings.

However, before visiting the territory, we suggest that you write to the Canadian Consulate General, 2001 Bryan Tower, Suite 1600, Dallas, Texas 75201, USA, to obtain preliminary information on local opportunities. Your letter should contain the following information:

- 1) a summary of your past experience in this market territory;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but also c.i.f. Dallas or an American port of entry and expressed in U.S. dollars;
- 4) delivery time scheduling from date of receipt of order;
- 5) warranty offered;
- 6) rate of commission to manufacturer's representative or percentage discount structure for a distributor.