

The Initial Approach

The best introduction to the market is by a personal visit. A representative or distributor may be appointed later but large volume buyers usually want to meet their prospective suppliers personally.

Appointments often are necessary with individual buyers and, 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 this case is also suggested.

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, including the following, can be supplied at the time of the first visit:

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

However, before visiting this territory we suggest that you write to the Canadian Consulate General, Commercial Division, 1920 First Federal Building, 1001 Woodward Avenue, Detroit, MI 48226-1966, to obtain some preliminary information on opportunities existing there. 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