

Facilities and equipment

- Does it have adequate warehouse facilities?
- What is its method of stock control?
- Does it use computers? Are they compatible with yours?
- What communications facilities does it have?
- If servicing is required, is it equipped and qualified to do so? If not, is it willing to acquire equipment and arrange for training?
- If so, to what extent will you have to share these additional costs?
- If necessary, would it be willing to inventory repair parts and replacement items?

Marketing policies

- How is its sales staff compensated?
- Does it have special incentive or motivation programs?
- Does it use product managers to coordinate sales efforts for specific lines?
- How does it monitor sales performance?
- How does it train its sales staff?
- Would it be willing to share expenses for sales personnel to attend seminars?

Customer profile

- What types of customers is it currently in contact with?
- Are its interests compatible with your lines?
- Who are its key accounts?
- What percentage of its total gross receipts do these accounts represent?

Principals represented

- How many principals does it currently represent?
- Would you be its primary supplier?
- If not, what percentage of its total business would you represent? How does this percentage compare with other suppliers?

Promotional thrust

- Can it help you research market information?
- What types of media does it use, if any, to promote sales?
- How much of its budget is allocated to advertising? How is it distributed?
- Would you be expected to share promotional costs? If so, how will this amount be determined?
- If it uses direct mail, how many prospects are on its mailing list?
- What printed material does it use to describe its company and the lines it represents?
- If necessary, can it translate your advertising copy?
- Does it have its own web site?

Source: Adapted with permission from Western Economic Diversification Canada, READY FOR EXPORT: Building A Foundation For A Successful Export Program.