

- (r) **Persuasion:** If the buyer/end-user is genuinely interested in your product, you may be invited to present a technical seminar in Moscow. It may be absolutely necessary to make such a presentation (supported by audio-visual aids) in Russian in order to elicit a purchasing decision. To avoid releasing excessive "free" information you must provide just enough information about efficiency, productivity, and quality advantages to tantalize your audience;

- (s) **Follow-up:** Personal contact is key. There is no substitute for regular face-to-face contact. Once an initial sale is made, a good locally-based agent (in Moscow) or Western Europe (Switzerland, Vienna, Helsinki, or London, for example) can be identified with the help of the Canadian Embassy Commercial Division. An agent is more cost effective than dealing directly from Canada. If you already sell in Eastern Europe or Cuba, for example, make certain to tell your Soviet counterpart because such activity bolsters and reinforces that vital level of confidence.