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## CALLING ON A U.S. MAIL ORDER CATALOGUE HOUSE

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When you have chosen the most promising catalogues for your products, you can initiate contact with the catalogue houses (a sample directory of mail order catalogues has been included for your information in the back of this guide). The best way to begin your business transaction with a catalogue house is to contact the buyer who would handle your item. The buyer will tell you what you need to supply to the company so it can examine your product. This is a critical step, because different catalogue houses request different material. For instance, it is not correct to assume that all catalogue houses will initially want samples of your product. Follow the buyer's directions carefully.

In general, the catalogue house will request the following:

- a letter of introduction that includes information on:
  - company history
  - annual sales
  - current marketing strategy/methods
  - projected sales for the current year;
- a brochure on your company and/or the item you wish to sell;
- a sample of your product; and
- a price list in U.S. dollars free-on-board port-of-entry.

Remember to ask the buyer when you can expect to receive a decision (the average time is usually six weeks) and the manner in which you will be notified.