

Q: <u>"Would your advice be different if the firm was not a U.S. firm?"</u>	Percent of <u>Total Surveyed</u>
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% YES	20%
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Q: "In what way?"

"I have dealt with Canadian firms and cost is no object.
They were interested primarily in quality."

Advice to New Manufacturers on
Increasing Their Chances of Selling

Educated sales approach/expertise/explain product/don't be pushy	37.5
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If product new, improved, tested better/ deal/prices/is competitive	47.5
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If good service/supply of parts local	30.0
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Improved relations between sales vendors, staff, credit purchaser	32.5
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Q: "Would your advice be different
if the firm was not a U.S. firm?"

% YES	10.0%
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Q: "In what way would it be different
if the firm was not a U.S. firm?"

Have several distributors local	16.7%
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Delivery time from vendor/delays/ takes too long/delivery charges	50.0
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Delivery and price protection/consistency	16.7
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If product is equal, then price, delivery, stock, service, reputation	16.7
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If good service, supply of parts local	16.7
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