

Q: "Would your advice be different
if the firm was not a U.S. firm?" Percent of
Total Surveyed

% YES 20%

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

If product new, improved, tested better/
deal/prices/is competitive 47.5

If good service/supply of parts local 30.0

Improved relations between sales vendors,
staff, credit purchaser 32.5

Q: "Would your advice be different
if the firm was not a U.S. firm?"

% YES 10.0%

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

Have several distributors local 16.7%

Delivery time from vendor/delays/
takes too long/delivery charges 50.0

Delivery and price protection/consistency 16.7

If product is equal, then price,
delivery, stock, service, reputation 16.7

If good service, supply of parts local 16.7