

potential buyer, exporters must transmit the correct signals through proper channels at the right time. Having established that a certain market potential exists, the exporter must make key decisions on how to approach the market: in summary, how frequently salesmen should visit the USSR and how demand for the product is to be created - by visits to end-users, by advertising or the distribution of Russian language technical brochures, by participation in trade fairs, by membership in government - led missions, by staging private company displays and/or seminars, by hosting incoming missions of buyers and/or end-users in Canada, by signing a protocol for technological cooperation, or by securing Soviet press coverage of a product's superior advantages.

4. In theory, the easiest way of determining market potential is a written approach to the appropriate FTO or end-user, depending on the product. However, written inquiries and follow-up personal visits may not yield sufficient information and often prompt exporters to abandon their sales efforts. But Soviet traders are extremely busy and overworked and are therefore sometimes tempted to reduce the number of visitors by informing the Canadian firm that no demand exists. Some Western companies have accepted such misleading information and dropped their marketing campaign, only to find out later that more persistent Western competitors have managed to get on the import list.
5. As a matter of protocol, successful exporters tend to involve their senior executives in marketing efforts with a view to underlining high level commitment to the firm's relationship with the Soviets. Such trade negotiations may demand strategic considerations as well as technological so engineers and salesmen are only effective to a certain point. Once a sale is made, the best advertising for future repeat business is excellence in contract execution, particularly in the meeting of deadlines and the provision of solid technical support. First impressions count and the Soviets have long memories of any disappointments or slights. The following checklist items of advice are meant to assist you in conducting business with the Soviets: