

they do not visit as a matter of course, it is good strategy to invite them to do so.

Following Up the Initial Call

United States buyers expect to be called on more frequently than their Canadian counterparts. That may be as often as every two weeks during some periods of the buying year. Although some Canadian companies may lack the sales force to accomplish this, the problem can be resolved by appointing a manufacturer's representative or selling through brokers, jobbers or distributors as the situation warrants.

Price Quotations

Quotations should be submitted both on a laid-down basis, buyer's warehouse, factory or an American port of entry; and on an f.o.b. Canadian-plant basis exclusive of Canadian sales and excise taxes. Always quote in U.S. funds unless specifically requested otherwise. The landed price should include transportation charges, U.S. Customs duties if applicable, brokerage fees and insurance. The quotation should be comparable, in format, to quotations from United States sources. Buyers cannot be expected to understand customs duties or other matters pertaining to international transactions. That is solely the responsibility of the Canadian exporter, and a cost of doing business in the U.S.

Canadian exporters may not be granted the same opportunities for renegotiating initial quotations as they have been accustomed to in Canada. That is because U.S. buyers often must work to tighter purchasing deadline and target prices. Thus, they may be required to accept an initial bid as final.

The Manufacturer's Representative

The commission agent or manufacturer's representative is more commonly used in the U.S. than in Canada. The better representatives are highly qualified through education, training and experience. They know their customers and call on them regularly, not only at the buying level, but also on engineering, design and quality control offices. The advantages of having a representative include economy, closer — sometimes social — contacts with buyers, and