

## **Be patient but persistent**

### **“Don’t expect instant riches”**

The final piece of general advice for new exporters is “don’t give up — at least not without a good fight!” Award winners were almost unanimous in their comments here, many themselves having come close to failure before turning the corner and going on to achieve success. A reputation as a credible supplier doesn’t come easily or quickly in foreign markets. Buyers are often unwilling to take a chance on the “new kid on the block.”

Two of the Montreal-based firms that won awards experienced some lean patches along the way. In the field of engineering services:

*“A lot of success is built upon previous failures in the sense that you’re working with a client, you’re bidding and the thing falls through. And you do that three or four times and you learn to deal with a client and to develop the project, and eventually the thing clicks.”*

*Raymond Gladu  
Director, Marketing  
SNC Inc.*

It’s the same for manufactured products.

*“You have to be able to wait. Sometimes you have to wait for the first dollar for a couple of years and you have to take four or five trips to the marketplace. But as long as you know you are doing the right thing and you follow your objectives, I think the rewards are there. But don’t expect returns right away.”*

*S. Emile Chehab  
Director, Export Sales  
Intalite Inc.*

Award winners consistently talked about “being patient,” “sticking with it,” “persevering,” “making a commitment for the long-term.” For them, the pay-off has been, and continues to be realized. Shaver Poultry Breeding Farms Limited in China is a classic example (see Opportunity 4).

Finally, for certain types of companies, one last piece of advice was given.