

2. An employee of the company should plan regular sales calls to Chile to meet with prospective clients and support its representatives.
3. Since foreign consultants will supply the process design, and detail design will be done by local consultants, an affiliation or joint venture with a local design consultant would be an ideal way to penetrate and serve the market.
4. Given the trend of vendor supplied engineering, the consultant should explore a strategic alignment with one or several equipment suppliers.

Establishing a local presence through a strategic partnership, by retaining the services of a Chilean representative or agent, or by opening an office in Chile is essential for success. Entering this market requires frequent contact with key buyers, aggressive marketing, and a demonstration of commitment. Contacts and familiarity are indispensable when services are contracted and clients must be assured that after-sales services will be available.

### **Equipment Suppliers**

1. The supplier should have a local representative or agent but this role should be limited to the identification of sales opportunities. The standard approach in Chile for some sectors, such as the Harvesting Equipment Sector, is establishing a dealer network.
2. The supplier should have a commitment to service and parts supply before it makes sales contacts in the marketplace.
3. The supplier must make regular sales calls in Chile, as the purchaser prefers to deal directly with the supplier as often as possible, but especially on major purchases. Regular contact will indicate to the Chileans that a commitment has been made to the market.
4. The supplier should develop an affiliation with a local company to manufacture component parts of its equipment, and/or manufacture replacement parts. By doing so, the supplier can create a price advantage by utilizing local labour, and ensure prospective clients it has a local parts operation. A joint venture with a Chilean company would be the ideal method of creating a committed marketing network.
5. The supplier should make every effort to use standardized parts and components in its equipment, thus facilitating local part replacement and service.
6. As a sales feature, the supplier must have operating training programs in place, if applicable. The supplier must ensure that the performance claims for their equipment are backed up by operators.
7. The supplier should be prepared to service technical requirements and questions from the client.