

Getting Your Customers' Attention in the Competitive U.S. Market

To be successful in the U.S. market, you **must** be able to succinctly communicate your unique expertise and why it will matter to potential customers. These three questions are designed to help you do just that. Answer each of them in 25 words or less.

You are in an elevator and are asked

"WHAT SERVICE DOES YOUR COMPANY PROVIDE?"

You are face to face with a potential client and are asked

"WHY SHOULD I BUY FROM YOU?"

You are in a meeting with a potential client and are asked

"WHAT DISTINGUISHES YOU FROM YOUR COMPETITORS?"

Emphasizing Your Uniqueness

This page asks you to succinctly describe your service, expertise and uniqueness. Potential U.S. customers or strategic allies will be interested in several factors. For example, when completing the questions on the previous page, did you remember to include:

- your experience in delivering quality service quickly?
- international projects and experience that might be complementary to potential U.S. partners or customers?
- free trials, service guarantees and other features that may distinguish you from your competitors?
- your multilingual capability, which may interest potential U.S. partners who themselves may be targeting non-English-speaking countries?
- your experience in selling to the Canadian government, which may attract U.S. firms trying to get Canadian government contracts?
- how your service can save potential partners or customers money?

Remember that being seen as unique and targeting a particular niche market are both important aids to profitability.

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