

advisable to start with directors of purchasing or their equivalent and, through them, meet the decision makers. Advance notification of your visits is recommended.

A complete presentation on the first call is important. It should include literature, specifications, samples if possible, and all the price, delivery and quality control information a buyer requires to evaluate your capabilities against his current sources. Many buyers keep up-to-date records on their suppliers. A favourable impression can result if a résumé, including the following, can be supplied at the time of a first visit:

- your name and company name, address and telephone number;
- name, address and telephone number of local representative, if applicable;
- the year in which your firm was established;
- size of plant;
- number of employees;
- principal products;
- location of plant;
- description of production facilities and equipment;
- description of quality control facilities and procedures;
- transportation facilities;
- approximate yearly sales volume;
- representative list of customers;
- financial and credit ratings.

Before visiting this territory it is suggested that you contact the Canadian Consulate General to obtain preliminary information on opportunities existing there. Your letter should contain the following:

- 1) a summary of your past experience in this market;
- 2) the channel of distribution you wish to pursue;
- 3) prices f.o.b. factory but, also, c.i.f. destination, or an American port of entry, including U.S. Customs duty; prices should be quoted in U.S. funds;
- 4) delivery time scheduling from date of receipt of order;
- 5) warranty offered;
- 6) rate of commission to manufacturer's representative or percentage discount structure for a distributor.

Reciprocal Visits

Many buying organizations survey new vendors' facilities personally before placing continuing business. If