

## **ANTICIPATE BARRIERS TO SALES AND OVERCOME THEM**

- Check whether the product can be exported to the country being considered. You can find this out by contacting the Export Controls Division at DFAIT, at (613) 996-2387.
- List the local prices for your product in the currency of the country to which you wish to export.
- Obtain a customs ruling or import regulations for your product before you visit the region.
- Include press reviews or other references in your support material to help customers assess the marketability of your products quickly.
- Make sure your product meets local standards for power, safety, labelling, and so on.

## **FASTER COMMUNICATION FOR FASTER RESPONSE**

Communication by mail is often time-consuming. It is essential to include all necessary information in the first contact: e.g. fax, telephone, telex or electronic mail numbers. You should put these numbers on all letters, letterhead, brochures and business cards.

Follow-up must always be by the most rapid means possible. Most business contacts, whether agents, distributors or customers, measure professionalism or seriousness by the promptness of a reply to their response or inquiry. Fax, telephone and air courier are important aids to creating the right impression.

## **YOUR EXISTING CONTACTS**

Many companies active in the international market send representatives to overseas shows or receive inquiries from abroad. If you have made contacts, please mention them in your request for assistance to a trade commissioner. Even if such contacts are no longer active, they may provide the trade commissioner with a starting point.