

C. Visits to Retailers

Executives of Canadian firms should initially visit prospective accounts to discuss the company's products, express a sincere interest in the retailer's business, and invite the retailer to attend the next showing of the firm's furniture. Follow-up visits by these company executives and/or sales representatives just prior to the showing and immediately thereafter could prove beneficial to the Canadian manufacturer.

D. Stress Attributes

Canadian manufacturers should stress the attributes of buying Canadian furniture. Among the many things that would be of interest to the U.S. retailers are: a lower price, reduced freight costs, exclusive sales arrangements, collaborative designs, superior service and improved quality. Many retailers have had little or no exposure to Canadian furniture and, consequently, know almost nothing about the advantages of purchasing from Canada.

E. Governmental Assistance

The Government of Canada actively supports the export of Canadian products. In our past projects with the Government, we at Ross Associates have been impressed with the breadth of knowledge and assistance available to industrial firms interested in exporting. Canadian manufacturers should fully utilize the wealth of information, advice and assistance that