
Be realistic:

- Are long-term discounts really available? Perhaps short-term discounts to allow the exporter to establish in the market would be accepted.
- Are you prepared to make volume commitments to the carrier, say for 75-80% of all traffic?
- Are your service requirements attainable by a conscientious carrier? Forty-eight hour service between Toronto and Monterrey may just not be possible.

Be prepared:

- Have all the information about the commodity and service levels at your finger tips. The carrier will want to know the generic name and the characteristics (dimensions, weight, special requirements) of the product, the origins and destinations, price range of product, packaging, competition for your product from other suppliers, frequency and volume of movement and the proposed rate.

Be insistent:

- Assuming your rate/service demands are realistic, state your service and rate requirements and stick with them. Your customer in Mexico really sets them so you must meet them if you are to stay in the market.