

<i>Exporters' Checklist (cont'd)</i>	
<p><b>Sample of key Canadian customers</b></p>	
<p><b>Company export experience</b></p> <p>List countries in which you are currently active and comment on your success. Also, where applicable, indicate the kind of agent you are seeking.</p>	
<p><b>Company sales pitch</b></p> <p>List five or six key points about your company that would be of interest to prospective agents (e.g. service support policy, agent training, etc.).</p>	
<p><b>Competitors</b></p> <p>List the brand names, company names, city and country of your main competitors.</p>	
<p><b>Market projections</b></p> <p>List your projected sales for the next three years. List key target industry sectors and potential customers in as much detail as possible.</p>	
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