
CALLING ON A U.S. MAIL ORDER CATALOGUE HOUSE

When you have decided on the most promising catalogues for your products, you can initiate contact with the catalogue houses (a sample directory of mail order catalogues has been included for your information in the back of this guide). The best way to begin your business transaction with a catalogue house is to call and ask to speak with the buyer who would handle your item. The buyer will tell you what you need to supply to the company so it can examine your product. This is a critical step because different catalogue houses request different material. For instance, it is not correct to assume that all catalogue houses will initially want samples of your product. Follow the buyer's directions carefully.

In general, the catalogue house will request the following:

- a letter of introduction which includes a history of your company, how long you have been in business, your annual sales, how you currently market your product, where you currently sell your product and your projected sales for the current year;
- a brochure on your company and/or the item you wish to sell;
- a sample of your product;
- a price list in U.S. dollars freight-on-board port-of-entry.

Remember to ask the buyer the time frame in which you can expect to receive a decision and the manner in which you will be notified (the average time is usually 6 weeks).