

assistance you would like from him. If he knows you are active in the area, he can continue to look for sales leads for you.

- Keep your agent informed of all activities in that area. Send him copies of all your correspondence with local businessmen. Ask for his advice on sales promotion activities. Discuss

targets and marketing strategies with him.

- Make plans for regular visits to the market. In general, you should visit an export market once each year. This reinforcement is essential if your business is to be a success.

Bon Voyage and Good Luck!