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## IV. SELLING TO THE EASTERN MIDWEST STATES

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### Canadian Image

Because of the proximity of this market, it would appear to be ready-made for Canadian products. As it is also within an 800-km (500 mi.) radius of 67 per cent of all U.S. manufacturing activity, Canadian exporters must pay particular attention to quality, service, delivery and product performance in order to compete.

Canadian suppliers can benefit from the fact that many U.S. firms do not regard Canadian products as foreign and, consequently, buy and invoice them through domestic purchasing channels. Proximity to Canada and personal and corporate connections can result in competitive transportation costs and, at times, faster delivery and a receptivity to purchasing on the same basis as from American suppliers. Those advantages do not diminish the need for Canadians to maintain strong marketing efforts in establishing acceptance of their products on the basis of design and quality.

### Sales Effort

Before selling in the United States, Canadian companies should be prepared to:

- 1) pursue business on a continuing basis;
- 2) make a positive first impression to an extent that may not be considered important in Canada;
- 3) quote, deliver and follow up aggressively in competition with U.S. suppliers.

### The Initial Approach

The best introduction is by personal visit. A representative or distributor may be appointed later, but initially large-volume buyers usually prefer to meet prospective suppliers personally.

Appointments with individual buyers are often not necessary but, as a matter of good form, it is