

WORKSHEET:

CONSIDERATIONS IN CHOOSING AN AGENT, REPRESENTATIVE OR DISTRIBUTOR IN MEXICO

Who are the best agents, suppliers or distributors in the market in which you are interested?

What is their market coverage?

What are their lines and products? Are they complementary or competitive to yours?

Who are their customers?

What is their experience and relationship with their customers?

What do you need in the Mexican market?

- physical facilities (e.g. storage)
- shipping and delivery
- sales
- promotion and marketing
- after-sales service and product support
- other services

What kind of staff and capabilities do they have?

What can they offer you?

- physical facilities
- shipping and delivery
- sales
- promotion and marketing
- after-sales service and product support
- other services

How capable are they?

Are they willing to be trained? Can you learn from each other?

What is their information-gathering ability?

What are their levels of technological sophistication? Use of technology?

Do they have the ability to provide after-sales support and customer service?

Can you get a qualified reference? Are they trustworthy?