

## **Private Sector/Industrial Market**

The sale of environmental products (instrumentation, controls, pumps, etc.) is generally made to industrial, compliance or other user segments of the market using manufacturers reps and in some cases, through a distribution network. Representing a number of complementary product lines, reps specializing in the environmental area would be calling on industrial and other accounts on a regular basis. Most would offer a consultive sales approach to accounts and would make sales based on solving a customer's need or problem.

In many instances, a rep will subscribe to construction reports, government contract reports, and other sources that relate to the environmental area. Sales leads come from advertising, product publicity and other promotional or marketing activities. In most cases, a rep will develop close ties to design engineering and consulting firms to have products specified by the engineer/consultant leading to sales at time of purchase by the user of the product or system. He will attend and display at local and regional shows and environmental trade association meetings/shows.

Typical as a few examples of markets that reps would follow for sales are:

**Air Pollution:** chemical, petrochemical and HPI companies; power generation and public utilities, CFC producers/dischargers, institutions (power plants), incinerators, other "stacks", etc.

**Water Pollution:** one key area for sales opportunities is following companies to whom permits have been issued by the National Pollution Discharge Elimination System (NPDES). Obviously, the industrial manufacturing companies as above are sales prospects. Underground storage tanks represent another important market for sales.

**Sewage Treatment:** mostly municipal government sponsored; sales leads come from contractors providing the required services. Contact and sales would be with these contractors.

**Solid Waste:** residential and industrial recycling, all levels of government, manufacturing industries, land fills, automotive, etc. Local contacts would be developed by reps.

**Hazardous Waste:** manufacturing companies especially chemical, petrochemical, HPI industries as well as U.S. EPA Superfund sites.

## **Public Market**

A number of important sources are available to Canadian EPS companies that provide a wealth of information on sales opportunities in the public sector. These sources include:

Bureau of Purchase & Property  
State House Annex, Room 102  
25 Capitol Street  
Concord, NH 03301  
(603) 271-2201