

Appointments with individual buyers are often necessary. As a matter of good form, it is usually advisable to start with the director of purchasing or his equivalent and, through him, meet the actual buyers. Advance notification is advisable in such cases.

It is important to make a complete presentation on the first call. The presentation should include literature, specifications, samples if possible and all the price, delivery and quality control information a buyer requires to evaluate your company's capabilities against those of his current suppliers. Many buyers keep up-to-date records on their suppliers. You will make a favorable impression if, at the time of your first visit, you provide a résumé including the following:

- your company's name, address and telephone number;
- the name, address and telephone number of your local representative, if you have one;
- the year in which your firm was established;
- the size of your plant;
- the size of your payroll;
- your main products;
- your plant's geographical location;
- a description of your production facilities and procedures;
- available transportation facilities;
- your approximate annual sales volume;
- a list of customers you consider representative;
- a statement of your financial and credit ratings.

We suggest that, before you visit the territory, you write to the Canadian Consulate General, Commercial Division, 500 Boylston Street, Boston, MA 02116, U.S.A., to obtain preliminary information on local opportunities. Your letter should contain the following information:

- 1) a summary of your past experience, if any, in this market;
- 2) the distribution channel you wish to pursue;
- 3) prices, in U.S. dollars f.o.b. factory, but particularly c.i.f. Boston or at an American port of entry;
- 4) delivery time scheduling from date of receipt of order;
- 5) warranty offered;
- 6) the rate of commission to a manufacturer's representative or percentage discount structure for a distributor.