

## During the Fair

- Arrange daily breakfast meetings for briefing your personnel.
- Check on the competition. What they are offering; their prices and sales techniques.
- Seek out foreign manufacturers of complementary product lines to discuss the possibility of distributing your products in their home markets.

## After the Fair

- Arrange for re-packing and return of your exhibit.
- Check bills and service charges.
- Try to stay on for a few days after the fair closes. Use this time to:
  - train your agent, if you have just recruited one;
  - follow up local contacts made during the fair;
  - visit the marketplace and note competitive products, prices, presentation and local advertising practices.
- Write follow-up letters to all promising contacts made during the fair.
- Send further details or sales literature that was requested.
- Give sales information to all personnel.
- Meet with personnel who accompanied you to the fair. Get their opinions. Make notes of sales techniques you learned during the fair and the pitfalls to avoid in future exhibitions.
- Inform the Trade Commissioner Service about the outcome of your participation in the fair and your future plans for that market.
- Check back with the Regional Office after you return to Canada to brief them on the outcome of your trip.

## After You Return

When you return to Canada you will invariably find your desk piled high with work that has accumulated while you were abroad. Frequently, in the rush to get caught up, the novice exporter neglects to adequately follow up on his export trip. This is a serious mistake. While on-the-spot sales made during an overseas visit or exhibit can do a lot to help the balance sheet at year end, the success of an export business depends upon repeat sales. Adequate follow-up after an overseas trip can greatly facilitate your entry and continuing presence in an overseas market. After every sales trip overseas you should:

- Spend the first day after you return to Canada at home. Use this time to relax from your trip and to sort out the business cards, materials and information obtained during your visit. Prepare a list of names and addresses of people you should write a follow-up letter to. You could simply use their business cards. On each person's card write down the material or information requested. Draft a general follow-up letter thanking your contact for taking the time to meet with you and assuring him of your interest in that market. If you have appointed an agent in the area, give his name and address and suggest that he will call on your contact from time to time. The next morning, give your draft letter and the business cards to your secretary to put on word processor with personalized salutations and the appropriate materials enclosed for each person.
- Keep an "export mailing list" of all foreign businessmen and buyers you meet during your overseas visits. Write to them periodically, with copies to the Trade Commissioner — sending announcements of new products, copies of your export newsletter, or simply a general letter indicating your continuing interest in the market. The key here is to persevere and be visible. Keep your company and product name in front of buyers as much as possible.
- Write to the Trade Commissioner for the territory. Tell him how your sales visit went, who your agent is, what your plans are for that market and what additional information and/or