
III. SELLING IN NEW ENGLAND

Export Opportunities in New England

For many years, New England has provided a market for the more traditional Canadian exports such as fisheries products, lumber, pulp and newsprint but, recently, Canadian exporters have been selling more fully-manufactured products such as high technology components and subassemblies; computers and related equipment; transportation equipment such as subway cars, buses and aircraft; contract furnishings, prepared foods and many others. You'll find a breakdown of Canadian exports to the five states in Appendix I.

The Canadian Image

Canadian suppliers can take advantage of the fact that many U.S. firms do not regard Canadian products as "foreign," so that they buy and invoice them through domestic purchasing departments. Proximity to Canada, coupled with personal and corporate connections, can help attain competitive transportation costs and delivery times. They also tend to make U.S. buyers receptive to the idea of purchasing on the same basis as from domestic U.S. sources. Nonetheless, Canadians should expend full marketing efforts to establish acceptance of their products on the basis of design and quality.

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

- 1) pursue business on a continuing basis;
- 2) expend more effort than they might in Canada on making a favorable first impression;
- 3) quote, deliver and follow up aggressively in competition with U.S. suppliers.

The Initial Approach

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