



## SALES CHANNELS OPTIONS



### DIRECT SALES

You (the U.S. producer) handles every aspect of the exporting process and deals directly with a potential buyer to fulfill the sale.

### E-COMMERCE

If you have a website that can process payments, you can explore direct exporting. The use of web, social media, and cross-border eCommerce to find international buyers will only continue to grow. The two main kinds of cross-border eCommerce are business-to-business and business-to-consumer.

### INDIRECT SALES

You can select an agent, representative, or distributor to find buyers or sell your products in the foreign market. You can also sell through a wholesaler, or work through an export intermediary such as an export management company or export trading company.

### DISTRIBUTER / REPRESENTATIVE

A great way to find foreign buyers is to hire someone who uses his or her contacts to sell your products in other countries. This can be a local sales agent, representative or distributor with expertise in your industry. They should also be skilled in identifying opportunities and familiar with local regulations, logistics, and after-sales service.

## DISTRIBUTER CHECK LIST

1. Size of Sales Force – Would they need to expand to accommodate your account?

2. Sales Record - What is the average sales volume? Have sales been consistent?

3. Territorial Analysis - What sale territory do they cover? Do they have offices there?

4. Product Mix - What products do they currently represent? Are there any conflicts?

5. Facilities and Equipment - Do they have adequate warehouse facilities?

6. Marketing Policies - How do they monitor sales performance? How do they train staff?

7. Customer Profile - Who are their key accounts?

8. Principals Represented - Would you be their primary supplier?

9. Promotional Thrust - How much budget is allocated to advertising? Can they translate copy for you if necessary?