



NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

75 UNIVERSITY AVENUE, WATERLOO, ONTARIO, CANADA

TELEPHONE: AREA CODE 519, 744-8141

044-1966
Richard K. Taylor
March 16, 1966

Attention: Business Editors
For Immediate Release

CANADIANS CAN SELL MORE IN U.S.

BUT SHOWMANSHIP IS REQUIRED

Americans are prepared to do more business with Canada if Canadian industry goes after the business in the right way, H. Stewart Hay, Canadian consul and trade commissioner in Detroit, said here last night.

Addressing an export management seminar, sponsored by Waterloo Lutheran University, Mr. Hay said. Canadian firms must offer products competitive with those of U.S. domestic suppliers and products that are somewhat distinctive.

American tastes are similar to Canadian, for the most part. Market testing and initial sales penetration is usually advisable in areas close to the Canadian plant.

"A Waterloo industry, for example, that trucks its products regularly to customers as far away as Brockville, could cover customers in Syracuse, Rochester, Buffalo, Pittsburgh, Cleveland, Toledo and Detroit, within the same radial distance.

"The size of the market in the U.S. sector of the circle, incidentally, would be far greater than on the Ontario side."

Mr. Hay warned that U.S. buyers are more impressed with aggressiveness than their Canadian counterparts. A touch of showmanship can make the first sale. And all initial contacts must be in person.

"Two things distinguish the U.S. market from most others," he told the businessmen taking the 12-week seminar course.

- more -

"First, Canadians must raise their sights to compete. Merchandise that doesn't come up to specification and delivery that does not conform exactly to terms agreed upon will preclude repeat business.

"Secondly, the United States and Canadian economies traditionally move together through good times and bad. As a result, it is unlikely that surplus production can be unloaded south of the border."

Mr. Hay said many Canadian firms export only when they have a surplus. There plants have no capacity beyond peak Canadian demand.

"Consequently, trade commissioners stationed abroad have come to anticipate a flurry of correspondence and callers from Canada when times turn bad and visits from irate importers who can't get supplies from Canada when times improve.

"With sufficient dexterity, this sort of on-again, off-again performance may work in countries abroad, but it will not work in the United States. A meaningful penetration of the U.S. market can only be achieved by allocating to it a permanent proportion of plant production, as one would for a new or expanding sales territory in Canada."

The trade commissioner added that delivery must be exactly to the U.S. customer's specifications. Some American purchasing agents complain about what they feel to be a slightly more casual attitude in Canada toward delivery. Follow-up also is essential but easy to neglect.

"Canada and Canadian firms are less well known and hence easier to forget," he said. "So, a more determined effort is necessary.

"Canadian salesmen, on the other hand, need feel no timidity in approaching U.S. buyers, for a good buyer always welcomes a potential new source. This is helping him to do his job. Think positively, and there need be no barrier to selling in the United States."