Managing International Channels of Distribution

World Trade Practices Chapter 18

Customer Expectations

- Unique role of representatives
- Good products-acceptable service levels

 Good communication
- Fairness- no discrimination
- Value oriented prices

Motivating Channels

- Exclusivity Game
- · Moving to non-exclusive agreements

Meeting foreign buyers

- Misiting representatives
 - Key account visits
 - Blind sales calls
 - Media visits 🦠 ·
 - Training events
- International trade shows
- International agent distributor meetings

Termination challenges

- Contract
- Nonlegal issues
- Inventory
- Replacing with new distributor

Direct Marketing vs. Direct

- Direct marketing
 - Don't make sale
 - Create environment to generate interesti leading to sales
 - Support function of foreign distributors/agents:
 - Less infrastructure or staff needed
 - Only justified if market is economically viable
 - Helps manage distribution network

