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### Meeting foreign buyers



- Visiting representatives
  - Key account visits
  - Blind sales calls
  - Media visits
  - Training events
- International trade shows
- International agent/distributor meetings

WTP-Chris Schrage

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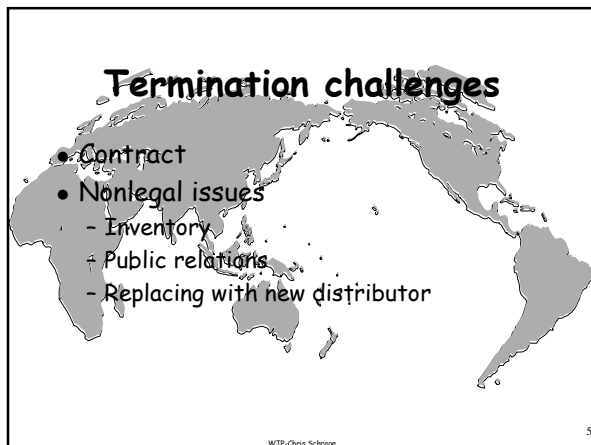
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### Termination challenges



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

WTP-Chris Schrage

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### Direct Marketing vs. Direct Selling



- Direct marketing
  - Don't make sale
  - Create environment to generate interest 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

WTP-Chris Schrage

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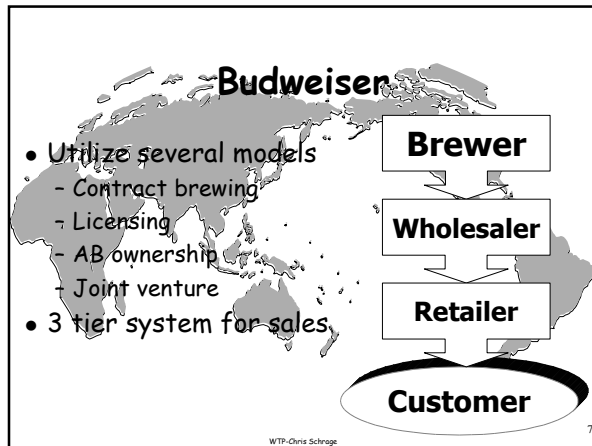
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