



EXPORT SALES CHANNEL SELECTION AND FINDING INTERNATIONAL PARTNERS

Accurate, up-to-date market intelligence is essential for your company to target the best international market opportunities and make informed business decisions when evaluating potential overseas business partners. Finding a good overseas distribution partner is one of the most important decisions you can make when starting to sell internationally.

Once you have decided that a market is worth pursuing, you need to decide upon a sales strategy. Will you be selling through wholesalers and distributors? Will you be using agents or manufacturers' representatives? Maybe you will sell direct to the end-user? The right approach largely depends on how much control you want over the process, the expected volume of sales, the openness of the market, and what is customary in each market.

Finding the "right" buyers, agents or distributors for each market is crucial. You need good overseas business partners to generate ongoing sales. Agent/distributor selection is especially important. A poorly selected representative could seriously hamper you in possibly lucrative markets, perhaps indefinitely in countries that impede termination of agent/distributor agreements. Therefore, you want to choose carefully.

In order to assist Wisconsin companies in finding appropriate and potential international business partners; by using in-country resources, relationships and a network of WEDC's Trade Representatives; WEDC can assist you in searching, identifying and pre-qualifying prospective business partners for your company. For more resources and information on how we can help, please go to:

WEDC – GLOBAL NETWORK

Utilize the expertise, resources and connections of WEDC's Trade Representatives, in key target export markets, to help you in seeking out prospective international business partners that best meet your company and product needs.

GLOBAL BUSINESS DEVELOPMENT PROGRAM – INTERNATIONAL MARKET ACCESS GRANT

This grant can be used for reimbursement of specific expenses associated with exhibiting at an approved trade show in a foreign market, conducting international matchmaker services, participation in certified trade missions, etc.

U.S. DEPARTMENT OF COMMERCE – MARKET ENTRY AND EXPANSION

For markets where WEDC does not have an exclusive contractor, you can also leverage the U.S. Government to find and establish business relationships with potential agents, distributors or other strategic partners overseas.

For more information, please contact Brad Schneider, Export Development Manager at brad.schneider@wedc.org or 608-210-6890.



