

EXPORT SALES CHANNEL SELECTION & FINDING INTERNATIONAL PARTNERS

HOW TO EVALUATE OVERSEAS BUSINESS PARTNERS

OVERVIEW

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 directly 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 potentially lucrative markets, perhaps indefinitely in countries that impede termination of agent/distributor agreements. Therefore, you want to choose carefully.

Resources

In order to assist Wisconsin companies in finding appropriate potential international business partners, by using in-country resources, relationships and a network of authorized 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 WEDC can help, please go to:

WEDC – Global Network

Utilize the expertise, resources and connections of Wisconsin's authorized trade representatives in key target export markets around the world 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 and conducting international matchmaker services, among other export growth activities.

U.S. Commercial Service – 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:

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