

Buyers & Trade Leads

Checklist for Evaluating Potential Export Sales Representatives

Country: _____

Name of Firm: _____

Category	Factors	Factor Rating	Category Rating
Organizational Structure:	Type	_____	
	Years in business	_____	
	Branches/subsidiaries	_____	
	Total employees	_____	_____
Products Handled:	Complementary	_____	
	Competitive	_____	
	Similar	_____	_____
Sales/Marketing Capabilities:	Annual Sales	_____	
	Customer Base	_____	
	Territory covered	_____	
	Sales offices in territory	_____	
	Quality of sales force	_____	
	Experience with U.S. firms	_____	
	Advertising/sales promotion	_____	
	Knowledge of languages	_____	
	Warehouse facilities	_____	
	Credit Policies	_____	_____
Customer Service:	Service centers in territory	_____	
	Overall product knowledge	_____	
	Number of service personnel	_____	
	Availability for Training	_____	_____
Business Reputation:	Names of accounts represented	_____	
	Names of current customers	_____	
	Professional memberships	_____	_____
Financial Stability:	Names of banks	_____	
	Names of suppliers	_____	
	Current financial statements	_____	_____

Overall Rating of Potential Export Sales Representative: _____

To be investigated further: No _____ Yes _____

Statement of Interest Letter Sent: _____ Date: _____

Prepared by: _____ Date: _____

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SOURCE: John R. Jagoe's *Export Sales & Marketing Manual*, tel: (800) 876-0624

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