

Getting to know your overseas partners – some considerations

Tell us about you

Becoming a [“brand name”] distributor represents a fantastic opportunity to work with a market leading high quality beautifully designed product. We look forward to working with the best partners around the world to develop mutually beneficial business. We are a conscientious business that likes to get to know our partners well. Please help us with this by providing as much detail as possible to enable us to get to know your business and make an informed decision on how a potential collaboration could work.

- a. Financial capability
 - i. Ability and willingness to invest in stock, marketing, sales, promotion, personnel.
 - ii. Provide a summary of your financial accounts
- b. Knowledge of [specific] market in local territory
 - i. What’s the current status of the [specific] market in the territory and how does [brand] fit in to this?
- c. Knowledge of relevant regulations, laws, legislation
 - i. Please expand
- d. English language capability
 - i. Is there at least one main contact within your business who speaks and writes fluent English?
- e. Existing sales channels, sales staff with knowledge of market
 - i. How do you currently sell to the market? (own sales staff, agents)
 - ii. What is the geographic territory you currently cover?
- f. Complimentary, non-competing, product portfolio

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- i. Please outline your current product portfolio and explain how [brand] will fit into this.
- g. How will you take on the [brand] brand (not just sell product)
 - i. What is your perception of [brand name] as you know it so far and how will this image fit into your market?
 - ii. What are the main messages [brand name] should portray in your market?
- h. Experience of importing product
 - i. Do you have contacts with customs brokers, freight forwarders?
 - ii. Do you currently import other products?
- i. Installation / Merchandising / After Sales / capability
 - i. How would you manage the [specific activity] required?
 - ii. As a distributor of [brand name] how would you manage the installation / merchandising part of the business?
- j. Warehousing capability
 - i. What storage and warehousing facilities do you have?
- k. Marketing and Sales Forecasting
 - i. Please outline the sales and marketing activity planned for the brand for the next 12, 24 and 36 months together with an estimate for the size of the market for [brand name] (number or units or value).

Action

Once you have compiled the information requested in this pack please forward your reply to [\[name@emailaddress.com\]](mailto:[name@emailaddress.com])

We look forward to discussing the great opportunities ahead with you.

Thanks for taking the time to do this and contribute to building our collaboration.