

Selection and appointment of foreign sales agents

A foreign sales agent represents a business in a market outside of its home country

A foreign sales agent is a person or entity acting as a foreign representative for a domestic company

This is a person or company, resident in the foreign country that acts as the sales agent, often on an exclusive basis.



Reasons for appointing Agents

- Market expansion
- Market information
- Local updated information
- Legal compulsion
- Logistics facility
- Credit sales collection
- After Sales Services
- Local agents image goodwill benefits
- Avoidance of fixed expenses
- Flexibility
- Better market control



Foreign sales agency contract Contents

Written agreement

Language

Duration of contract

Product/ service information

Sales territory

Commission

Selling expense reimbursement

Travelling expenses

Price and terms of sales

Termination of agreement

Arbitration

Rights and duties of both parties

Indemnity

Promotional Techniques

Disadvantages

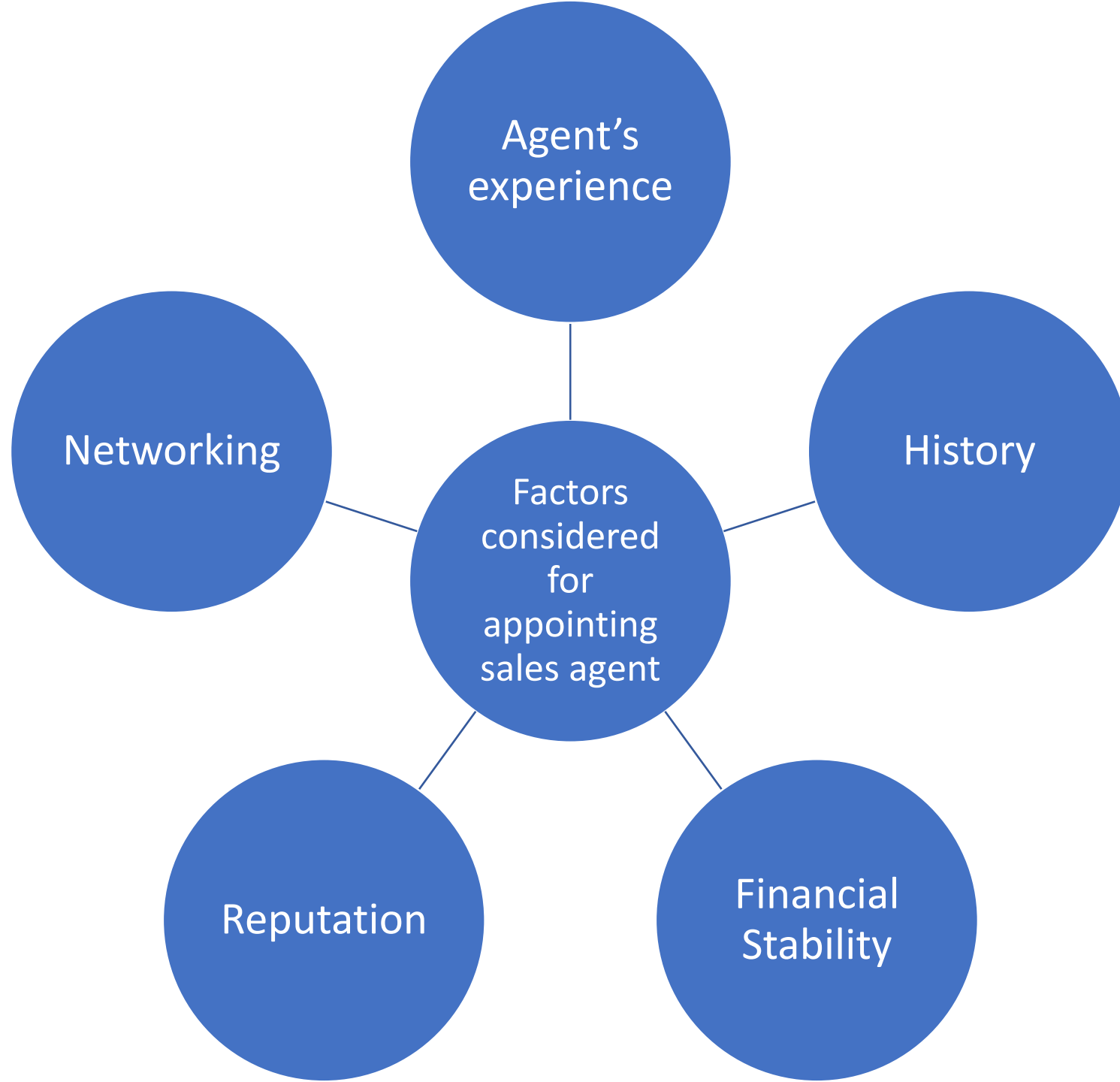


Support profitable business

Less interested in after sales services

excessive selling expenses

Drainage of confidential information



Identify
sources

Preliminary
investigation

Preliminary
Meeting
with agent

In-depth
discussion

Final
Agreement

Steps for effective results

- Progressive commission
- Regularity of commission
- Timely Necessary support
- Timely reimbursement of expenses
- Working freedom
- Clear Agency rights
- Active participation
- Competent leadership