



International
Trade Club



Building Exports with Agents and Distributors

Mandy Lockett

Market Entry Methods and Overseas Representation

UK Export agent or house

Direct (E – Commerce)

Agents - Distributors

Strategic Partnerships

Manufacture under Licence

Associate Networks

Joint Ventures

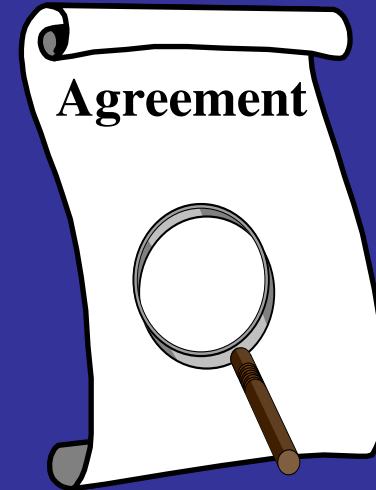
Multi-method



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Types of Agreements

- **Gentleman's**
- **Formal**
- **NONE**
- **SOLE**
- **EXCLUSIVE**
- **NON EXCLUSIVE**
- **ENQUIRY, ORDER or BUYER Specific**



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International Agreements

- **The importance of good Agreements**
- **The product or service influence on the type of representation required**



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Overseas Distributors - The Main Role

- + Large quantity orders
- + 'shelf fill' - min/max stock
- + Reduced exporter costs
- + 'instant' market outlets (support?)
- Lower prices
- Lose point of sale control
- Appointment & agreement risks

Usually for lower value, large volume products



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Overseas Agents - The Main Role

- + Point of sale control
- + Access to buyers
- + Market sector knowledge
- + Local representation
- + Low cost
- Regular market visits required
- Relationships can be difficult
- Appointment & agreement risks

Usually for higher value, smaller volume
More bespoke products/services

Overseas Representatives Managing / Motivating / Firing

- Regular communications + market visits
- Training - product, marketing, service
- Support – a record of trying to make it work
- New products/services and promotions
- Quarterly market reports and forecasts
- New orders placed in this/other markets
- Payments and commissions - promptly + in full
- Keep good written records (emails, letters etc)
- Professional advice before termination actions



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Thank you

Mandy Lockett

International Trade and Training Manager
East Lancs International Trade Club
East Lancs Chamber of Commerce

Contact : m.lockett@chamberelancs.co.uk