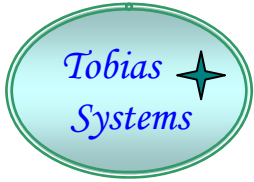




Tobias Systems

New Exporters to Border States (NEBS)

**Marketing Products / Services in the U.S.
June 1, 2006**



Tobias Systems

Introduction

- Logistics
- Seminars
- US Agent Program
- Lease Program
- Starter Program



Marketing Products & Services in the U.S.

Marketing in the U.S.

“Steps to Success”

Internal Evaluation



Marketing Channels



Getting Started

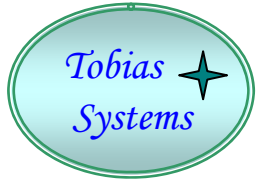


Marketing Products & Services in the U.S.

Marketing in the U.S.

Internal Evaluation

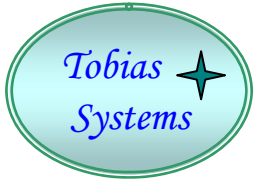
- “Ready to Export”
- Understand the Market
- Competition & Pricing



Marketing Products & Services in the U.S.

Marketing Channels

- Indirect
- Direct



Marketing Products & Services in the U.S.

Marketing Channels

Indirect

- Internet / Website – SEO
- Trade Shows
- Direct Mail



Marketing Products & Services in the U.S.

Marketing Channels

Direct

- Telemarketing
- Sales Rep
- Sales Broker
- Distributor



Marketing Products & Services in the U.S.

Marketing Channels

Sales Rep

- Control
- Salary
- Limited Coverage
- Client Base

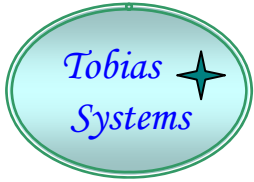


Marketing Products & Services in the U.S.

Marketing Channels

Sales Broker

- “Pay for Performance”
- Understands market
- Product knowledge
- Client Base

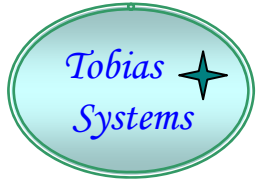


Marketing Products & Services in the U.S.

Marketing Channels

Distributor

- Middleman
- “One stop shop”
- Product knowledge
- Client Base



Marketing Products & Services in the U.S.

Marketing Channels

Sales Broker - Example



Marketing Products & Services in the U.S.

Sales Broker

- Commission – typical 5-7%
- Contract – responsibilities, area
- “Pioneer”
- Products, client base, territory



Marketing Products & Services in the U.S.

Sales Broker – What he needs from you

- Production capacity – tour facility
- Brochures, pricing, samples
- Incentives
- Flexibility



Marketing Products & Services in the U.S.

Sales Broker – other

- Slotting fees
- Advertising support
- Displays



Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

The Chicken or the Egg ?



Marketing Products & Services in the U.S.

Marketing in the U.S.

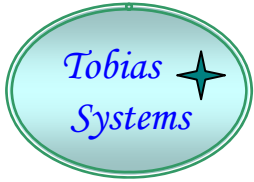
Getting Started

The Chicken or the Egg ?

“ Should I start in Canada?”

“How is the U.S. different?”

*“ Should I establish a U.S.
presence first?”*



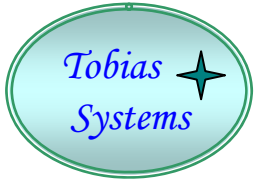
Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

Preparation

- Research – “google” your products
- Materials
- Your “Story”



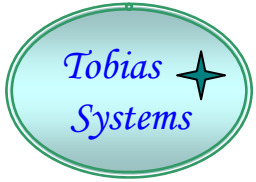
Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

Evaluate Channels

- Meet with brokers, web design, advertising, telemarketing, distributors



Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

“Putting your toes in the water”



Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

- Select a product / product line
- Select a channel
- Select a target region
- Decide on U.S. presence



Marketing Products & Services in the U.S.

Marketing in the U.S.

Getting Started

The Role of a
U.S Presence and Logistics



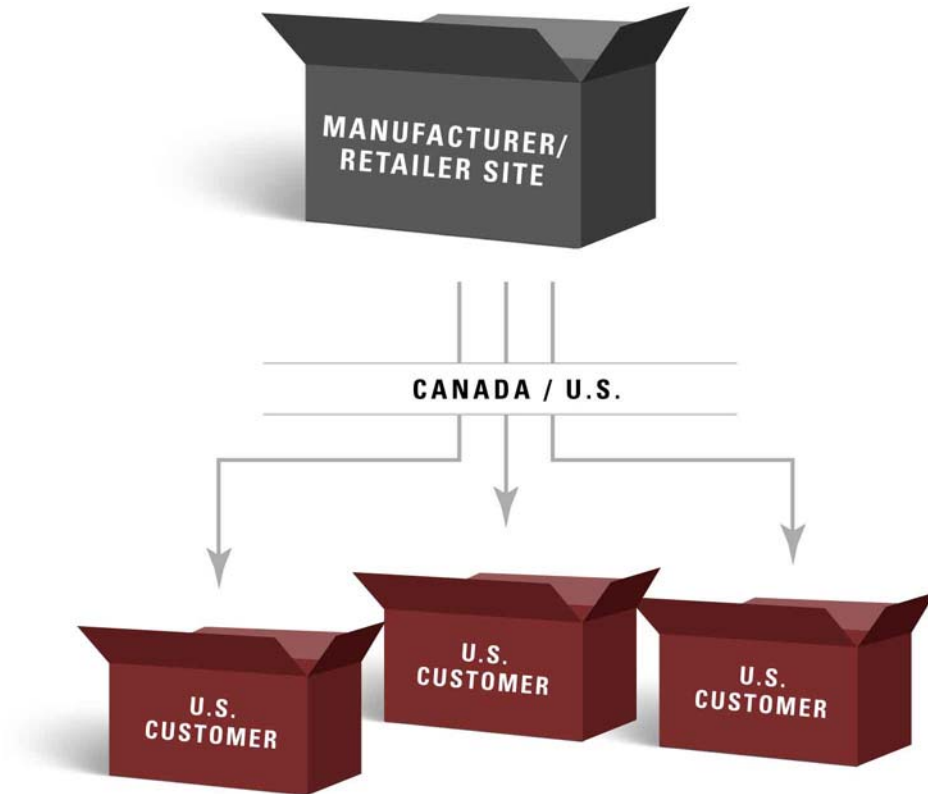
Logistics & Distribution

Integrated logistics - Parts of the total solution

- ✦ Transportation
- ✦ Storage / Consolidation
- ✦ U.S. Distribution
- ✦ Returns Processing
- ✦ Supplier Management
- ✦ U.S. Address

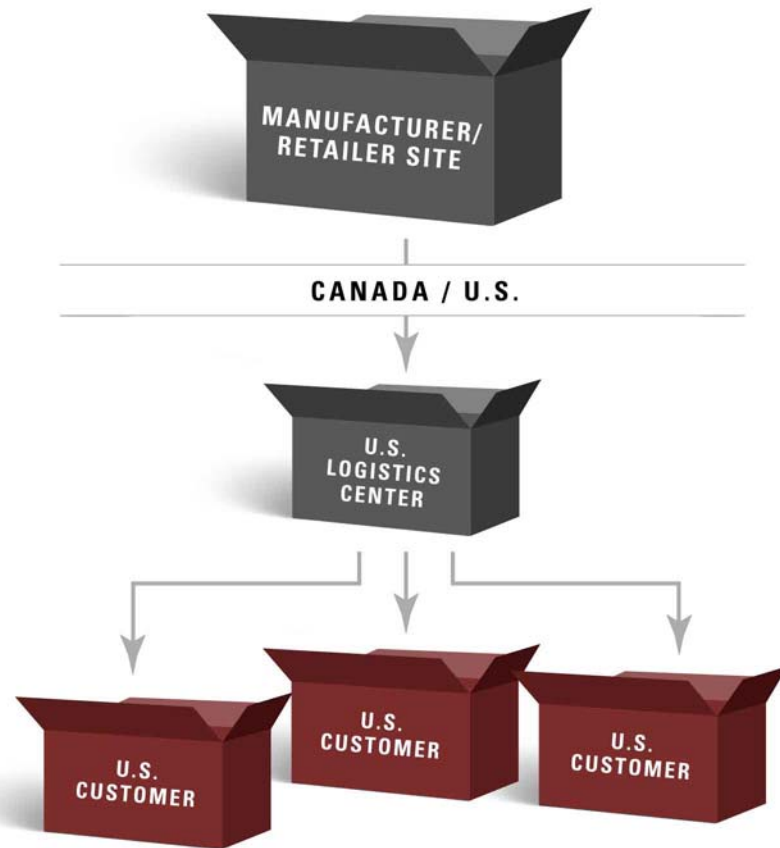


**Option
#1 for
U.S. distribution**
✦
Ship Direct





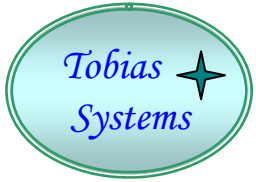
Option #2 for U.S. distribution:





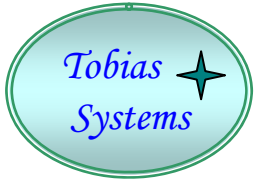
Advantages of US based Distribution

- ✦ Reduced border problems
- ✦ Quicker delivery
- ✦ Lower Costs
- ✦ Returns handling
- ✦ Samples, mail, brochures
- ✦ U.S. Address



Starter Program for U.S. based Distribution

- ✦ U.S. Address
- ✦ One pallet storage
- ✦ Mail handling – up to 12 pieces per month
- ✦ Returns handling
- ✦ Marketing Support



Tobias Systems

Resources

- Legal, Accounting, Banking, Customs
- Ballsmith Sales
- Websites



Tobias Systems



Manufacturers' Representatives Educational Research Foundation

<http://www.mrerf.org/>



Tobias Systems

*The Wholesale
Suppliers Registry*

by Wholesale Registry International, LLC



<http://www.wholesale-suppliers.net/>



Tobias Systems

www.usagent-tobias.com

Thank You and Good Luck !!!