

# **Export Methods and Channels - Choosing the right foreign representative or foreign distributor**

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Defining a strategy to find foreign buyers is a critical step of the export planning process. Sales representatives or distributors in your industry sector can be a good way to sell your products in other markets. Learn how to choose the right foreign partners and best practices for working with foreign partners to maximize your export sales. Which channels of distribution should the firm use to market its products abroad?. Where should the firm produce its products and how should it distribute them in the foreign market?. What types of representatives, brokers, wholesalers, dealers, distributors, retailers, and so on should the firm use?

## **Topics**

- Choosing the right foreign representative, management, incentives and growth (Damon Claus, Castus)

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