



Dr. Revenue Relates His Canadian Adventure

John Haskell, a.k.a., Dr. Revenue, was hardly surprised by what many Canadian manufacturers' representatives had to tell him at the tail end of his series of seminars for MANA earlier this year. He noted, however, that their message came through to him loud and clear. A major part of that message is the fact that in the opinions of Canadian reps, many United States manufacturers take them and their markets for granted.

"What the reps acknowledged to me," he said, "was that sure, we all know the size of the Canadian market is only a fraction of

that of the United States. With that thought in mind, many manufacturers maintain that if they gain any traction in the market at all, it's more like a windfall than anything else — and they don't have to work very hard for it."

Haskell noted that's simply not as it should be, and there is a good deal of work that U.S. manufacturers ought to get done — with the assistance of their Canadian reps — if they really want to impact the market north of the border.

Haskell, who conducted a series of seminars on principal relationships, ended his tour of North American cities with sessions in

Toronto and Montreal. At the conclusion of the Montreal seminar, he had the opportunity to attend, participate in and answer questions at the Montreal Local Networking Chapter. "It was there that I heard a lot of what was on their minds. Much of their feelings grow out of a certain sense of animosity that they've had to deal with over the course of their entire professional careers. Basically, in their view, what has occurred is that U.S. manufacturers take them for granted and do very little, if anything, to learn about what it takes to be successful in Canada. They make little effort to learn about Canadian customers, markets, government, laws, geography — anything else that makes them different from the United States."

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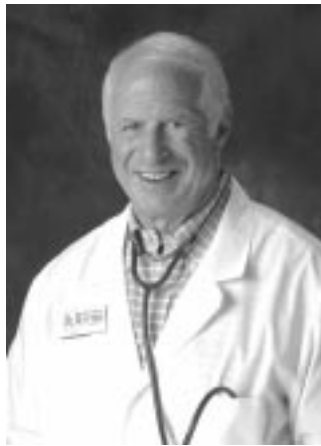
Learning About Neighbors

Haskell acknowledges that gaining that knowledge about a neighboring country takes an effort on both sides. "Sure, the rep

has an obligation to teach his U.S. marketing partner. At the same time, however, the U.S. manufacturer has to possess a desire and a willingness to learn, and that appears to be absent.”

The consultant continued that there are a wealth of interesting and completely professional manufacturers’ representatives in Canada that U.S. manufacturers would be well served to work closely with if they want to maximize the relationship. “I had one rep tell me that they rarely see their manufacturers’ regional managers. Their visits are few and far between. Now, that might be considered by some as a positive, but the fact remains that unless a manufacturer is going to treat his Canadian reps the same way he treats his U.S. reps, they’ll never have a major impact.”

Over the more than a year that



John Haskell

Agency Sales has featured a page on repping in Canada, we have addressed a number of concerns that Canadian reps and their manufacturers face. We will continue with that effort in the future, and in an issue in the not too distant future,

“Sure, the rep has an obligation to teach his U.S. marketing partner. At the same time, however, the U.S. manufacturer has to possess a desire and a willingness to learn, and that appears to be absent.”

one of MANA’s Canadian members will describe some research he’s conducted on the differences in governmental rules and regulations as they apply to imports from the United States.

If any of our Canadian readers have ideas for related articles, please contact the editor of *Agency Sales*.

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