

Survey Instrument – Non-Exporters (Manufacturers and Wholesalers)

Introduction:

Hello, my name is _____ and I'm calling from Pacific Market Research on behalf of the United States Department of Commerce's U.S. Commercial Service.

May I please speak with Mr./Ms. _____?

WHEN YOU HAVE THE CORRECT CONTACT PERSON ON THE PHONE:

Hello Mr./Ms. _____, my name is _____ and I'm calling from Pacific Market Research on behalf of the United States Department of Commerce's U.S. Commercial Service. The Commercial Service assists U.S. companies in exporting their products and services around the world.

We are speaking with companies that have not exported products or services in the past 12 months so that we can better understand the barriers to selling internationally. We would like to include your perspective in the research. This research will provide the U.S. Commercial Service with information that will assist them in improving their services to U.S. companies. This is your opportunity to provide input on your needs and perceptions, describe your business experiences, and make recommendations for change so that the U.S. Commercial Service can help U.S. companies to grow globally. Your name and company will remain completely confidential from the U.S. Commercial Service. This survey will take approximately 10 minutes to complete. We recognize your time is valuable, and the government appreciates your participation.

When would be a convenient time for you to participate in this research? _____

I. Information from Database – List

Company Name:
Contact:
Address:
Mfrs/Wholesaler/Service Company:
SIC/NAICS:
Employment:

II. Company Information – Screening

Before we get started, let me confirm some information with you.

Exporter?	<ul style="list-style-type: none"> ♦ Have you sold any services to customers outside the U.S. in the past 12 months? 1. Yes (thank and terminate call) 2. No
U.S.-based?	<ul style="list-style-type: none"> ♦ Is your firm majority U.S.-owned? 1. Yes 2. No (thank and terminate call)
Title/Role	<ul style="list-style-type: none"> ♦ Which <u>one</u> of the following best describes your title or role within the company? 1. President, CEO or Owner 2. VP/Director or Manager – International Sales 3. VP/Director or Manager – Sales and Marketing or Business Development 4. Other VP/Director or Manager 5. Other: _____ (If not executive or management, find another contact at executive/management level. Avoid shipping department or export operations managers.)
Size/Employment	<ul style="list-style-type: none"> ♦ How many employees do you have company-wide? _____ Employees (Record actual number)

III. Company Information – Background

Type of Company ♦ Which of the following best describes your company: Choose one.

	<p>from selling internationally</p> <ul style="list-style-type: none"> - We did some export sales in the past, but it was not profitable - Our products are too bulky or expensive to ship economically - Prices are too low in foreign markets for us to be interested - We don't know how to find foreign customers or distributors - International business is too expensive, due to additional overhead, working capital, or travel costs - Our product's shelf life is too short for exporting - We can't export because our customers have very short lead times - We can't export because it would cost too much to hold inventory - Language is a major impediment to international sales - Exporting is not feasible because our business requires close collaboration with the customer on design and manufacturing - Our business is fashion sensitive – it would take too long to ship overseas
<p>Future international sales?</p>	<p>♦ Do you see international sales as a future opportunity for your company?</p> <ol style="list-style-type: none"> 1. Yes 2. No
<p>Overcoming barriers</p>	<p>♦ What could the U.S. Commercial Service do to help you overcome barriers to international sales? I am going to read a list of services they could provide, and after each service please say either "yes" it would help remove barriers to international or "no" it would not make much difference.</p> <p>Research to identify the best market opportunities Leads on potential foreign customers Financial assistance Screening of potential foreign distributors, reps or partners Assistance in marketing and selling in foreign markets Manufacturing process improvements to reduce lead time and inventory Counseling to help you investigate international opportunities Online information on the "how-to" of exporting (shipping, documentation, payment, financing) An assessment to determine whether your are export-ready Case study examples of successful exporters Assistance in translating and adapting marketing tools, such as Web sites or brochures, to foreign markets Legal or compliance information and assistance Information on intellectual property protection Other _____ (please specify)</p>
<p>V. Awareness</p>	
<p>Awareness</p>	<p>♦ Prior to this call, were you aware that an agency within the U.S. Department of Commerce was available to assistance U.S. firms to export their products and services globally?</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>♦ Prior to this call, had you heard the name "U.S. Commercial Service"?</p> <ol style="list-style-type: none"> 1. Yes 2. No <p>♦ Were you aware that there are U.S. commercial officers in U.S. embassies and consulates that can assist you in doing business in foreign markets?</p> <ol style="list-style-type: none"> 1. Yes 2. No