## 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 <u>not</u> 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, le	et me confirm some information with you.	
Exporter?	<ul> <li>Have you sold any services to customers outside the U.S. in the past 12 months?</li> <li>1. Yes (thank and terminate call)</li> <li>2. No</li> </ul>	
U.Sbased?	<ul> <li>Is your firm majority U.Sowned?</li> <li>1. Yes</li> <li>2. No (thank and terminate call)</li> </ul>	
Title/Role	<ul> <li>Which <u>one</u> of the following best describes your title or role within the company?</li> <li>President, CEO or Owner</li> <li>VP/Director or Manager – International Sales</li> <li>VP/Director or Manager – Sales and Marketing or Business Development</li> <li>Other VP/Director or Manager</li> <li>Other: (If not executive or management, find another contact at executive/management level. Avoid shipping department or export operations managers.)</li> </ul>	
Size/Employment	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.	

a finished product, or OEM oonents/materials ct manufacturer ker / Trading Company / Export Management Company
oducts to any of the following end-markets or supply chains? (Y/N)
ace Care or Pharmaceuticals nation Technology or Telecommunications ge broducts Construction Equipment nercial Machinery or Equipment (e.g. metalworking, HVAC, material erials or Building Products nces and Housewares eneration and Distribution
ing best describes the ownership of your company? Please select
other company nd managed ned, but non-family company
as your company been in operation? (Record actual number)
npany's growth rate for <u>total revenue</u> in 2008 (or most recent fiscal cord actual number or enter "DK" for don't know) npany's growth rate for <u>total revenue</u> in 2007 (or two years ago)? cord actual number or enter "DK" for don't know)
/International Business Barriers
in on the main reasons that you do not currently sell or export to
ad a series of statements that might explain why you don't currently dicate, on s scale of 1-5, whether you agree that the statement ompany, where 5 indicates "strong agreement" and 1 indicates ment."
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Id a series of statements that might explain why you don't currently dicate, on s scale of 1-5, whether you agree that the statement ompany, where 5 indicates "strong agreement" and 1 indicates ment." 3  4  5 $3  4  5$ Strong agreement Wer really considered exporting nty of domestic business ow anything about international business ow which foreign markets would be good opportunities

	from colling internationally
	<ul> <li>from selling internationally</li> <li>We did some export sales in the past, but it was not profitable</li> </ul>
	- Our products are too bulky or expensive to ship economically
	<ul> <li>Prices are too low in foreign markets for us to be interested</li> <li>We den't know how to find foreign sustamore or distributors</li> </ul>
	- 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
	• Do you see international sales as a future opportunity for your company?
Future international	
sales?	1. Yes
	2. No
	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.
	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
Overcoming barriers	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)
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	V. Awareness     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?
	1. Yes
	2. No
	<ul> <li>Prior to this call, had you heard the name "U.S. Commercial Service"?</li> </ul>
Awareness	1. Yes
	2. No
	• 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?
	1. Yes
	2. No
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