

Title:

Export And Sell Your Products To Mexico By The Truckload

Word Count:

705

Summary:

Selling products to Mexico is easier than ever. Mexico is the #1 importer of US products in the world. Mexicans are so eager to buy that they come to the USA looking for products instead of waiting for them.

Keywords:

Wholesale Distribution Consultant, consulting, wholesale consulting, product consulting, distribution consulting

Article Body:

Selling products to Mexico is easier than ever. Mexico is the #1 importer of US products in the world. Mexicans are so eager to buy that they come to the USA looking for products instead of waiting for them.

Who's looking for products? Mainly wholesale distributors and retailers. They are looking for products that they can sell in Mexico.

Why do they do this? Why are they so eager to buy US products? Simple, they don't have Mexican products to sell.

The big question I'm asked by my consulting clients is: how do I get started exporting to Mexico?

To export to Mexico you can be passive or active. You can go after the business or wait until it comes to you.

---Passive Approach---

The passive approach to getting business is to make sure Mexican businesspeople can find you.

-You have to make sure your products are in US trade shows. You don't have to go yourself, maybe hire a sales agent.

-Make sure all your products and sales materials have an international phone number (not just a US number).

-Have the right information ready. Make sure you already know what your international price will be.

---Active Approach---

If you are serious about selling to Mexico and would like to do it NOW you have to be more active.

The first thing you have to do is learn more about your target market. How much are people paying for your products?

Once you learn more about your target market and you develop your price strategy it's time to start selling.

After you educate yourself a bit more on the Mexican marketplace you also need to determine who your target market is.

Many times my customers tell me ^I just want to sell my product in the USA and someone can export it for me.

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