



## Profile of your ideal European distributor

Refine this profile as you progress on your export journey and you learn more about the distributors that work best for you.

Size	Small - Medium - Large
Territory coverage	Local-Regional-National-Several European Countries
Channel they use	Online ± Catalogue ± Shops ± Sales representatives selling directly to large accounts
Number of sales representatives	4-200
Their clients profile	Industries ± Government ± End-users ± Retailers
Industries they sell to	Pharma ± Steel ± Construction
Breadth of catalogue range	3 brands - 2500 product references
Profile of their sales representatives	Technical skills - Large account sales experience
After sales support	Level 1 - Replacement service - Technical repair
Competitors' products they sell	Brand XYZ
Complementary products they sell	Brand XYZ

