

## 10 Initial Questions for Unsolicited Enquiries

**As your international profile develops you may find that you regularly receive approaches from people wishing to represent you.** These do, of course, represent opportunities, but don't lose your head. Do your homework and don't ignore strategic decisions you may have made about where you want to focus your attention. Dealing with these enquiries can be time consuming so set up a quick response, thanking people for their enquiry and asking them to answer a few initial questions. Often you will find that they disappear at that point, putting a question mark over their level of interest.

The following modules offer a deeper insight into this topic:

**Approaching Partner Selection**

**Assessing Capacity and Capability**

**Shared Commitment**

You can find them either in the SavvyAcademy or in the 'Find and Manage Partners' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

### Ten possible initial questions for partner enquiries

- How long have you been established?
- What is your turnover?
- How many staff do you employ?
- What is your knowledge of the customers/sectors that interest me?
- How big is the territory that you cover?
- What competing product ranges do you already carry?
- What complementary product ranges do you already carry?
- What are the important market trends for my product?
- Why do you believe my product can succeed in your territory?
- How could my product fit into your strategy?