



Before You Buy Gold Key Service in Mexico

The U.S. Commercial Service (CS) is dedicated to ensuring that our services consistently meet our customers' needs in all markets worldwide. Differences in local laws, cultures, business practices, costs, and other factors usually require some adjustments in order to be effective in a particular market. Please read the overview of this service before **you sign up for a Gold Key Service (GKS) in Mexico.**

Business Culture Considerations: In Mexico, business is done on the basis of relationships. U.S. exporters will need to travel to Mexico frequently to develop and strengthen relationships in order to do business successfully. Mexicans value personal relationships and prefer to do business with people they know. An introduction by a credible source is most often needed, even to arrange business meetings. Our Gold Key Service provides the initial introduction with screened prospective partners.

Number of Appointments: A Gold Key schedule in Mexico consists of four to five meetings per day, depending on the distances to be traveled and expected traffic conditions.

Meeting Locations: Meetings are typically held at the place of business of the Mexican prospect. At this early stage of a relationship, Mexican businesses expect you to make the effort to visit their office. The main exception is in the case of meetings with independent sales representatives, who usually work out of home offices and so are accustomed to holding meetings in hotel conference rooms. Despite our best efforts to confirm meetings, if you choose to hold meetings at a hotel you may experience a high rate of no-shows.

Transportation: For convenience, ease of travel and security reasons we will arrange transportation with a certified car service. The cost is not included in the Gold Key fee. Average rate is \$22 per hour, payable in cash, by you directly to the driver at the end of each day. The driver will provide you with a receipt.

Interpreter/Escort: For security and logistical reasons, the Gold Key Service in Mexico requires the use of an escort/interpreter even if the client speaks Spanish. This is due to the tenuous security and difficult traffic situation throughout major Mexican cities. Moreover, the escort is usually the person who has arranged the appointments and has a rapport with the Mexican prospects. The cost of an interpreter is included in the Gold Key fee.

Lead Time: Conducting a high-quality Gold Key Service in Mexico requires six weeks from receipt of payment.

Service Fee: GKS prices include the required interpreter/escort fee.

SME Company*	SME New-to-Export using CS service for the first time	Large Company*
\$885 \$535 (Second day)	\$535 \$535 (Second day)	\$2300 \$1000 (Second day)

*A Small or Medium-Sized Enterprise (SME) is defined as a firm with 500 or fewer employees or self-certified as a small business under SBA regulations. A large company is defined as a firm with more than 500 employees. Subsidiaries will be classified based on the size of the parent company.

A Gold Key Service can be rescheduled within six months of the payment date (using original research) for a fee of \$200. This fee is assessed due to additional staff costs involved.