



Before You Buy Contact List 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 Contact List 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 in Mexico. In general, Mexicans appreciate close working relationships, so working with a locally-based agent, representative or distributor is usually essential. A Contact List is most helpful to companies that plan to visit the contacts personally, perhaps by arranging an office visit or inviting the contacts to a booth at an upcoming trade show in Mexico.

“Off The Shelf” List: Information changes rapidly for businesses in Mexico. Industry directories and telephone books are usually out of date the moment they are printed while websites often lack key contact information. To ensure that we provide you the accurate information you need, we customize each Contact List and never rely on or provide anything “off the shelf.”

Number of Contacts Per List: The number of contacts per list can vary greatly depending on market conditions. Some lists may yield no more than 4-5 contacts, while others may yield as many as 18-20 contacts. Be sure to consult with us for an estimate of the number of contacts likely to be on the list you are requesting.

What a Contact List Contains: A Contact List contains the most up-to-date and accurate contact information for a company, including company name, address, main telephone and fax numbers, and general e-mail address and website when available. The list also contains names and titles for holders of key positions that you indicate (President, Sales Manager, other). Direct telephone numbers and e-mail addresses for these key position holders will be included when available, however many Mexican companies can be protective of such information until a personal relationship is developed.

What a Contact List Does Not Contain: In researching a Contact List, the Commercial Service only seeks up-to-date and accurate contact information. We do not seek market intelligence about the companies on the list. Nor do we mention your company, or seek opinions about your company, your product/service, or business proposition. If such information is needed, we recommend using the more sophisticated International Partner Search.

Lead Time: Conducting a high-quality Contact List in Mexico requires 20 working days from receipt of payment.

Service Fee: A Contact Lists is priced per industry and city. A request for contacts at plumbing and construction companies in Monterrey, for example, would be considered two separate lists. Likewise, a request for contacts at plumbing companies in Monterrey and Tijuana would be considered two separate lists. The fee for each Contact List is \$500.