

COMMERCIAL REPRESENTATION

Monthly commercial representation report

This is a format sample. Every company, price, date and finding below is invented to show how the deliverable is structured. It does not describe a real supplier, project or client.

PREPARED FOR	REFERENCE	ISSUED	PREPARED BY
Sample Exporter Pvt. Ltd.	IA-CR-0000	30 April 2026	IndiAndes – Santiago

Period and objectives

Period	01 – 30 April 2026	Market	Chile
Agreed objective	Six qualified distributor conversations	Result	Seven held, four qualified
Language of activity	Spanish		

Activity this month

ACTIVITY	COUNT	CHANGE ON MARCH
Companies contacted	23	+6
Replies received	12	+5
Meetings held	7	+3
Samples dispatched	3	+1
Quotations issued	2	+2
Opportunities closed as lost	2	–

Pipeline

STAGE	COMPANIES	MOVED THIS MONTH
Contacted, awaiting reply	11	+4
In conversation	6	+2

STAGE	COMPANIES	MOVED THIS MONTH
Samples with the buyer	3	+1
Quotation issued	2	+2
Negotiating	1	+1
Lost	2	+2

Named companies, contacts and meeting notes are in the client copy. They are withheld from this format sample.

What we learned from the market

- Two distributors asked for in-country stock before discussing price at all – this is the recurring objection
- Sizing conventions differ from the UK specification; fitted depth needs adjusting for the local market
- One buyer group runs its tender in September, so approaching them now is early
- Spanish-language material moved conversations faster than the English catalogue in every case
- Both losses cited lead time, not price

Committed for next month

- Convert the two quotations issued in April into a first order
- Prepare a consignment stock proposal to answer the availability objection
- Adjust fitted sheet depth in the specification and issue a revised sample
- Open conversations with four additional distributors in Valparaíso and Concepción
- Prepare the September tender submission for the buyer group identified