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Put FMCM to the test!!

WE HAVE DECIDED TO RE-RUN LAST MONTH'S ARTICLE AS WE BELIEVE IT TO BE VITALLY IMPORTANT TO ANY COMPANIES GOING TO BRUSSELS THIS MONTH.

The annual Brussels show is fast approaching and no doubt many of you will be hoping to attend in order to source new customers and/or suppliers. In truth, the exhibition has always proved to be a very good way of sourcing new contacts and many companies have benefited from attending the show.

A WORD OF CAUTION: Whilst the show is a very good venue for this purpose, it is also a great opportunity for the "not so credit worthy" to obtain sizeable orders from unsuspecting suppliers. The problem is, who are they? Can you spot them?

During last year's exhibition, we had a telephone call from one of our members asking about a potential customer who had visited their stand. "We have a great opportunity to sell them large quantities of product" was our member's comments to us. Immediately, we identified

this customer as one where we held up to date information that they were owing a number of suppliers many thousands of pounds and were giving each of them "the run around". We of course, delivered the bad news to our member who in turn advised the potential customer that they would not be able to do business with them due to information they had received from FMCM. We also instructed our member to suggest to the potential customer that, if they wanted to find out more about OUR decision, then they should call us to discuss. We never received such a call. Shortly after the Brussels exhibition, about 2 months or so, the customer went into liquidation. For many, it was an absolute nightmare. For our member, it was relief and thanks were relayed to FMCM.

An early invitation is extended to ALL companies attending this year's show to contact FMCM in order to "check out" any potential new customer you may end up talking to. You never know, we may actually do what we say we do? Call us on 0044 1224 587222 during office hours. Good luck everyone.

Graeme Thomson, Director