Suggestions for Filling Out Input Forms

How to conduct a successful ISP interview, how to document correctly, the level of detail needed and Key information to collect

1. Have the Company fill out the **Input Form.** All cells are important. Just having product descriptions is not enough.
2. Suggestions:
	1. Column D: Description:
		1. Products as specific as possible.
		2. Rank in priority order.
		3. Include common foreign alternatives, e.g. mold (mould).
		4. Must be a product, e.g. gray iron automotive engine block casting, not an industry, e.g. foundry.
		5. To the extent that the listed products are different, each should have a row. Terms that have the same meaning should be in the same row. Think of it as looking in a catalogue for the products. If all words could apply to the same item: one row. If each would have a different listing: different rows.
		6. List products, e.g. controls, not product customers, e.g. panel shops.
		7. A link to relevant products on their website would help us visualize.
	2. Column E: U.S. company users: Specific company names of companies likely to import. For example, specific major medical product companies that produce or import, not “hospitals.”
	3. Columns F and H: Addresses help us focus. Imagine “Ford” vs. “Ford Hamtramck”
	4. Column G: Offshore competitors: Very important. Often is the best way to narrow the search. To get a list of 20 importers with 10 relevant, rather than a list of 1,000s. If they do not know some offshore competitors they are probably not focused on the product. They can search online if needed.
	5. All Columns: Each row should be internally consistent: products/U.S. Company/Offshore Supplier. We will try to filter by all three. If they really are not matched, the result will not be accurate.
	6. Do the best you can on the first round.
	7. In some cases even a well filled out Form will produce complex results with 100s or 1,000s of shipments. You will then ask the Company to look at the files we send to suggest for a second round of search, other: descriptions, U.S. users or Offshore Competitors.