



Saying Yes To Helping Canadian Businesses

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Doesn't it irk you when you call a business or government agency and all you hear is "Sorry, we don't do that," or "No. We can't help you"? Wouldn't you think more of that organization if the person at the other end said "Yes. We can help you," and then actually proceeded to do so? Even if they can't give you precisely what you need, a positive response can make all the difference.

Taking a few minutes to help redirect a prospective client is just good business. To ensure Canadian businesses get our best, even when we can't deliver the service requested, the Post Support Unit offers the following scenarios, and tips on how to respond.

Mr. X, a Canadian businessman who owns Company Y, calls you out of the blue to request your help. He wants you to tell him if there's a market for his product in your region. He's very courteous and his product sounds interesting, but it's clear that he hasn't researched your market. In fact, he hasn't done any research at all. How do you respond over the phone?

Say "Yes. We can help you." Then help him by redirecting him to the nearest Canada Business Service Centre. Provide him with their coordinates, including the Team Canada Inc number, so that he can research his target market and prepare to export. You can also direct him to the ExportSource Web site and to the market reports

section on InfoExport. If possible, refer Mr. X to local Web sites (business associations, chambers of commerce) and offer to fax or e-mail our services list. That way, when he calls back, he'll know what to ask for.

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Ms. A calls you to say she'd like to produce a brochure in your market's local language. She asks you to translate the text for her. How do you respond?

Say "Yes. We can help you." Then help her by providing a list of qualified local translators. Explain that these local companies are recommended and known to the post. If Ms. A is unaware of our core and additional services, explain them to her, and send her our services list.

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Mr. X has now researched and targeted your market. He calls you to help him put together financial assistance for a joint venture deal. What's your response?

Say "Yes. We can help you." Then help him by explaining how the Trade Commissioner Service works with various partners who provide financial assistance to Canadian exporters. Refer him to the Export Development Corporation or whichever agency best suits his needs. Let him know that other government sources of financial assistance are available via the InfoExport and ExportSource Web sites.