

Service Level for Clients with High-potential in a Given Market

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When dealing with clients with high-potential in a given market, trade commissioners should take a more active role in problem solving. This involves taking concrete action and using a more proactive approach than when providing service to regular clients. Generally, the trade commissioner knows the client with high-potential and has likely provided service to this client in the past.

You do not need a direct request from a client with high-potential in order to initiate an enhanced level of service. Take action when you discover something that could be a problem for the client, e.g., a change in local customs procedures. In such situations, you should inform the client of the problem and suggest a course of action to solve it.

A trade office must use its collective judgment in deciding whether or not to extend enhanced service to clients who are not considered high-potential in a given market. The way in which to proceed differs from case to case and from one country to the next.

Trade commissioners should consult within the office before providing the level of service reserved for clients with high-potential. This level of service is extended only at the discretion of the individual trade commissioner, based on available office resources, particular market conditions, ease of access to responsible government or industry officials, other trade office priorities and the client's degree of commitment.

Before taking any action, try to find out if that action will have any bearing on any other Canadian organizations or interests.

A commercial program manager or head of mission may be called upon to contribute where appropriate (e.g., when the client has a good reputation and the problem has serious negative economic implications for the client and, by extension, for Canada).

The following are examples of actions that can be taken when providing enhanced service:

- making telephone calls to ask for clarification about a situation or to seek an appointment for the client;
- consulting with third parties, such as other embassies, to seek advice;
- sending letters or other written communications on official letterhead;
- accompanying the client to meetings;
- using hospitality funds to facilitate meetings of stakeholders;
- undertaking outcalls to local officials;
- developing and executing long-range plans to rectify the problem where the outcomes are important; and
- involving the commercial program manager and/or head of mission in resolving problems.

Please refer to the following links for content pertaining to [letters of support](#) and [letters of introduction](#).

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