

**Professional standards**

- What professional standards exist?
  - description of professional standards
  - how standards are set (government imposed or industry-regulated)
  - relevant professional associations and government agencies
  - other requirements

**Certifications and approvals**

- What documents are required?
- What are the details of certification process?
- What about insurance or other requirements?

**Section C: Marketing and Sales**

*[This section should deal with how Canadian firms can actually promote and sell their service in the target country.]*

**Market research**

- What types of information is required or available?
- What cultural considerations should be allowed for?
  - adapting service offering for the local market, adapting promotional tools, selling tools, packaging etc.
- What sources of information exist?

**Sales (market development) techniques**

- What distribution channels exist to market the product?  
combination of sales staff, corporate-level contacts, networks, locally available staff, hotline, 1-800 service etc.
- What is the available sales development and support infrastructure?
  - human resource availability, communications network etc.
- What are the available promotional venues (fairs, advertising, special events)?
- What sources exist?
  - advertising agencies, media reps, marketing consultants

**Sources of assistance**

- What types of companies and services are available?
  - marketing agents, advertising companies
  - agents
  - media representatives
  - repair technicians, customer support specialists etc.