



Customer Service Work for You

To give your company credibility and to make your initial enquiry count, tell us about your firm, using this checklist of questions:

- What is unique or special about your company, product or service?
- Who are the end users of your product or service? To whom do you sell in Canada and abroad, and how?
- Which country or regional market are you targeting and why? What do you know about your target market?
- How do you plan to enter the market: export, license, joint venture or investment?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- When do you plan to visit the market? Have you considered adapting your company and product literature to the market at that time?

If you've already provided this information as a registered member of WIN Exports, the Trade Commissioner Service's client database, let your trade commissioner know.

Why we need all this

Don't hesitate to brag about your accomplishments. If you've just landed an account with a well-known Canadian corporation, that connection can go a long way with buyers from Atlanta to Zagreb.

information

Imagine you're the foreign buyer

"Why should I get my products from halfway around the world? Why should I choose a Canadian supplier?" These questions are going to be asked by the buyers in your target market. In fact, you will have to sell yourself more than you would to a Canadian buyer, since you are new to the market.

Imagine you're the trade commissioner

A sketchy, three-line enquiry has its own implications: if we don't have all the information on your company, we can't pass it on to potential buyers. So, provide detailed information to your trade commissioner.

And don't worry: all requests are treated confidentially.

Who will answer your enquiry

Your trade commissioner will get back to you within five working days. Most of the time, it's not a Canadian who answers your enquiry. More than half of the 500 trade commissioners working abroad are sectoral specialists who have been hired for their firsthand knowledge of the country in which they live. You too can benefit from their market intelligence and valuable connections.

You're a stranger in a strange land. To successfully enter a foreign market, you need to build a credible reputation abroad. That foundation starts with your trade commissioner.

How to contact us

Our Web site is the easiest and most economical way to reach us abroad. Go to www.infoexport.gc.ca.

To provide us with comments and suggestions, call our feedback line at

1 888 306-9991

