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Policies - Our Clients

Our clients are:

- companies that have selected and researched their target markets
- large or small, new or experienced companies established in Canada
- foreign subsidiaries of established Canadian companies
- businesses or persons representing such companies.

We have a service commitment to our business clients.

Questions and Answers:

Q. How can I determine whether a company has selected and researched its target market before asking the post for services?

A. You can determine the client's preparedness by asking him or her to provide concise answers to the following questions. (These questions can also be found in the brochure of services for business clients.)

1. What is unique or special about your company, product or service?
2. Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?
3. Which country or regional market (i.e., U.S. or China) are you targeting and why? What do you know about your target market?
4. How do you plan to enter the market: export, license, joint venture or investment?
5. How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
6. When do you plan to visit the market? Have you considered adapting your company and product literature to the market at that time?

These questions also serve to inform clients about typical questions asked about them by contacts in the target market. They also help clients determine for themselves whether they are ready to export.

Don't expect answers to all the questions, and you should never use them as a barrier to providing services. Use your judgement, and always give the client the benefit of the doubt. Information provided by clients must be treated as commercially confidential

Avoid going back to clients repeatedly for answers to the questions. Be proactive and supplement the client's answers with information from the company's Web site, its profile in WIN, and information recorded in the WIN Client Management System. From the start, suggest the Canada Business Service Centres as a source of assistance in Canada to answer the questions (see the related case).

Q. What should I do if a client who is not registered in WIN shows up at the post unannounced?

A. Have someone meet them briefly. Use your judgement in determining how much time to devote to the meeting. Keep in mind that a client (except a business tourist) visiting a market has usually shown a commitment.

Q. How do I know if a company or person has a mandate to represent a Canadian firm?