

Global enquiries revisited: PSU Guides Clients

In the July issue of *TCS International*, we explained how to handle global enquiries. It is only with your assistance that the Post Support Unit (PSU) can identify and confirm global enquiries and respond to the company on behalf of all posts. The aim? Filter out unprepared companies until they have done their research and selected their markets, in order to work most effectively with us.

What follows is an example of effective communication between posts and the PSU to educate a client about new service policies under the New Approach. This company made a global enquiry to numerous posts, not for the first time.

Let's start with extracts from the letter TCS sent, one of many that the PSU prepares every week:

Dear Mr. Campbell,

"... We understand that on several occasions you have sent enquiries to the Trade Commissioner Service about marketing your products globally.

You will appreciate that, considering the large number of requests our posts receive, the amount of time our officers can devote to simultaneous enquiries of a global or general nature is limited. You should therefore expect a positive response only from those posts who recognize an immediate opportunity for your products.

In many markets, entry by a foreign supplier is a difficult process that requires commitment and detailed preparation. If you have selected a particular market already, may we suggest that you follow up with the specific trade commissioner in an enquiry tailored to that market, so that our staff can effectively assist you.

If you are still in the stages of identifying your foreign markets, there are sources of information available domestically such as the Team Canada Inc call centres, ExportSource, InfoExport, and DFAIT's fax back service.

Please do not hesitate to use our toll-free feedback line (1 888 306-9991) if you have any comments or suggestions."

Sincerely yours,

Peter MacArthur
Director, TCS Overseas Operations

Just in case you're thinking somebody made all of this up, let's look at one other case. A Québec SME made a global enquiry, got a letter from TCS along the same lines as the one outlined below, and called the Client Feedback Line. To complain? Hardly. They said that they really appreciated how we helped them to refocus on appropriate markets and pace themselves. "I'm pleasantly surprised government employees tried so hard."

So, to ensure effective and efficient service to the company and avoid work overload at posts, refer cases to PSU if you suspect they are global enquiries.

You might be surprised to learn that the small Cambridge, Ontario company subsequently sent the following letter to TCS:

Dear Mr. MacArthur,

The very first thing I would like to do is thank you and commend you on your personnel's professionalism and dedication abroad.

Your department is a beacon of superb service and dedication. Please keep up the great work.

I am profoundly impressed, and have taken your kind suggestions to heart.

Best regards,

Bill Campbell
President, Cambridge Canvas Centre
Limited