

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.