

## **KEEP POSTS INFORMED OF DEVELOPMENTS**

It is useful for trade commissioners to have copies of your correspondence with local agents to help them with your marketing efforts. Keep trade commissioners informed of successful (or unsuccessful) endeavours, and send them the details of any distribution systems that you have established. This will enable them to keep their agents list up-to-date, to refer potential business to your distributors, to obtain opinions on the performance of distributors, to refer other, noncompeting Canadian companies to them and, thus, to associate that agent more closely with Canadian interests.

## **REPUTATION**

Canada's trade commissioners are also Canada's official representatives abroad and often have access to senior officials in local government and business. Companies working abroad, as representatives of the Canadian business community, have an obligation to protect the reputation of Canada and its representatives. Please be on time for all appointments. You may need to ask for assistance in cancelling any appointment you cannot keep. Also, when on a call, please be factual and cautious when speaking of your Canadian competition. In addition, a follow-up letter expressing thanks after your call serves as a useful summary of your discussions.

## **FINAL WORDS OF ADVICE**

To do business, you must convince the customer that yours is a credible and reliable company. Meticulous attention to acknowledging correspondence or visiting your client is crucial. Remember that trade commissioners are there to help you and are probably your best advisor. All company or market information shared with them is confidential.

Department of Foreign Affairs  
and International Trade



**Canada**

