

Tips and Best Practices By Klara Pachner

In the last issue of *TCS International* (formerly *The Trade Post*), we introduced this section with suggestions regarding handover logs and commercial confidentiality (thanks goes out to those of you who sent us your comments).

In this issue, we present ideas on how to deal with the numerous inquiries that posts receive regarding service availability. The Trade Section at the Canadian Embassy in Buenos Aires has come up with a simple solution: they've put together an information sheet listing standard

services their post can provide.

When prospective clients request information, they can respond very quickly by sending off their info sheet, thereby saving valuable time that may have been lost in lengthy discussions about what services are or are not available.

Below, we've drawn up a simple set of guidelines, based on the Buenos Aires list (seen on the facing page), which we hope will help you to create a standard list of services tailored specifically to your post and begin saving you valuable time.

TRADE DIVISION SERVICES

Subject: Info sheet listing standard services available to prospective Canadian exporters

Rationale: Providing clients with a faxable, readily available list of standard services offered at your post is an efficient way to reduce your work load and provide quick, accurate and consistent information to all clients.

- Guidelines:**
- List documents and/or information sheets that are readily available to be faxed.
 - List other information that can be provided at a later date upon completion of some research.
 - List assistance that can be provided to help client prepare for a first visit.
 - List other assistance that can be provided on subsequent visits.
 - List assistance that is available throughout a visit
 - List assistance available post-visit.
 - List any other services unique to your post.
 - Indicate if any services are out-sourced and specify their associated costs.
 - Indicate average client inquiry response time.

Sources: Canadian Embassy in Buenos Aires: Trade Section — What This Post Can Do For You by Susan Harper, Program Manager, Commercial Section

Date: April 1997

We would like to congratulate Andrée Cooligan, who gets a reprieve from her *TCS International* editorial duties as she heads to Thailand for a six-month tour of duty as part of the recently formed GO-Team.