



## Two Core Services for Partner-Clients

by Nancy McNiven

Overseas Operations Division (TCS)

*The core services for partner-clients, introduced in September 2000, support our partner-clients in delivering programs and services to our common business clients. They also provide a framework that will allow you more time to be proactive.*

*In our October issue, we highlighted the development and introduction of core services for partner-clients. Here's a more detailed look at the two most requested services and how to put them into practice.*

### **MARKET PROSPECT**

#### *How do we define a Market Prospect?*

This service is similar to the one we provide to our business clients. However, since partner-clients often represent many different firms, you may be prompted to cast a wider net with respect to opportunities, and include strategic advice on branding.

The purpose of the Market Prospect is to help partner-clients assess their international strategy for a target market. By providing strategic advice on doing business in the market and a brief assessment of market potential, you will assist them in deciding whether to pursue economic development opportunities or not. Strategic advice would include, for example, intelligence on opportunities and major barriers, insight into emerging trends, regulations and policy issues, notification of upcoming events (business events, partnering seminars) and suggested next steps.

Base your market prospect on easily available information and your knowledge of the market or sector. You should not undertake a major research exercise or produce an exhaustive market study. If the partner-client needs to conduct further research and planning, refer them to other resources in Canada, such as Team Canada Inc at 1-888-811-1119 or InfoExport (<http://www.infoexport.gc.ca>). If they require more extensive research, refer them to recommended local consulting firms.

#### *What do you need from the partner-client to facilitate a Market Prospect?*

Like the business clients they support, partner-clients should approach the post only after they have targeted and researched their markets. They should show a willingness to work together to set common objectives and execute a well-founded plan. You will also need information about their business clients, such as product/service uniqueness, end users/clients, which market and why.

#### *What should you offer the partner-client?*

Make sure you provide an honest and informed opinion with respect to whether they should dedicate more effort and commitment to the target market. Inform the partner-client if their plans touch on a sector or market where there are limited opportunities for Canada or about which you have limited information.