

## **15. Getting the Attention You Deserve**

Do you know what you want? Our best advice is to send a complete query to the Commercial Counsellor. A one line query asking "what is the market for.....?" will probably get a reply from the Commercial Counsellor requesting more information from you about your company and what you want to do. Make sure your query is clear about what you want and let the Commercial Counsellor know what kind of market research you have already done, what your market entry strategy is, and what key information/details you are lacking. If you send product information, make sure you state why you are sending it and what you want the Commercial Counsellor to do with it. Finally, be sure to follow-up on your request.

One recent Canada Export Award winner, a SME exporting more than 90% of its products outside of North America, makes it a point to involve the Commercial Counsellors in their early market entry activities. In effect, it makes them part of the company's "team" and treats them as a partner. The Commercial Counsellor is provided with a lot of material with which to work. The result is the Commercial Counsellor becomes committed to the success of this particular company. What does your company do?

## **16. A Final Word**

The key is: what can you do for yourself; what can others in Canada do for you; and finally, what is the maximum value you can get from the Commercial Counsellors in India. By virtue of their status as diplomats, Commercial Counsellors abroad have access to and can acquire market information and intelligence that is not available in Canada. They can advise on good local contacts and if necessary can advocate on your behalf to certain decision makers. More practically, by being located in India, the Commercial Counsellor is in the best position to know who the primary competition is, and details such as the buyer's criteria, who has a good reputation/bad reputation, valuable contacts, and effective agents and distributors.

It is not really in your or their best interest for the Commercial Counsellor to be chasing down information which is available in your local library. To be an effective resource for you they have to know that you are ready for India and you can best demonstrate your export readiness by showing them that you have already done extensive research on your target market.