

Appendix 3: Competency Profiles

Trade Commissioner

(including Minister
Counsellor)

Customer Service Competencies

Building Partnerships

To interact with customers, counterparts and other groups in a manner which furthers the organization's ability to provide services, through:

- sharing information with all relevant groups;
- treating customers and their counterparts as partners with common goals; and
- auditing the common ground between groups in order to gain their cooperation in mutually beneficial endeavours.

Creating Relationships

To invest in relationships that last beyond the delivery of services through:

- enjoying the interaction with customers as an integral part of the work;
- taking personal responsibility for helping customers solve their problems; and
- creating relationships with customers that are based on trust.

Marketing Products and Services

To represent the services and products of Canadian customers to Mexican counterparts by:

- matching Mexican needs with current products and services;
- using effective selling techniques to convince Mexican counterparts of the effectiveness of relevant products and services;
- suggesting new Canadian products and services to target unmet needs.

Delivering Services

To provide customers with services that meet or exceed their expectations by:

- providing prompt, efficient and personalized service;
- serving customers with care and attention; and
- going out of one's way to ensure that the customer's needs are met or exceeded.