



You should also maintain visibility and provide support after a partnership with a Canadian company has been secured. In many cases, trade commissioners will inherit local market portfolios with contacts that have a history of successful partnerships with Canadian companies. In these cases, it is your responsibility to maintain a positive relationship with the local company in order to strengthen the relationship.

The international market is highly competitive. Local companies will choose partnerships with Canadian companies based not only on a great business fit and the potential for new opportunities, but also on the quality of the personal relationship with you, as well as previous experience with Canadian companies.

### Best Practices in relationship building

- ◆ Offer exceptional response time.
- ◆ Deliver pertinent information.
- ◆ Demonstrate honesty in professional and personal dealings.
- ◆ Convey a genuine interest and understanding of local market conditions.



## 2.3 Success stories

In addition to research on the local contact targeted, you should also research the company's history and other posts. The best success stories are those most relevant to the industry in which your local contact operates. As a trade commissioner, you are expected to understand the local market and its needs. A trade commissioner can attract additional revenue or reduce the company's operating costs by partnering with a Canadian company, the manager's value will be increased.

## 2.4 Research on local companies

To this end, your success will depend on being able to help local managers meet their own objectives. You should clearly identify and communicate business opportunities that enhance a local company's future growth initiatives, as well as generate revenue and profit goals. Communicating those benefits will ensure that the local contact will express interest in a relationship with you (attached with a Canadian company).

- ◆ TRIO / WIN Online
- ◆ Doing Business With Canada web site