



January 11, 1998



Post Support Tools: Best Practices

Using the Post Support Unit

This is the first best practice that you should adopt. Whether you need help with a thorny issue or do not know how to deal with a specific client request, contact us. Our "Regulars" know us as the [PSU](#).

Facilitating (not making) Hotel Reservations for clients

Making hotel reservations for clients taxes our limited resources. That is why we do not offer this service. However, clients appreciate when Posts can recommend accomodation in the major cities of their territory. If you have negotiated hotel discounts for visiting business people, let your clients know by providing them with a [list of hotels and instructions](#) and advertizing it on your Post Web page.

Building a Post Web Site

Develop your own trade-related Web site in [five easy steps](#). If you are willing to dedicate 20 hours to this project, you could have your own Web site within three weeks. By referring your clients to it, you will save time answering requests and help your them better prepare for your market.

Respecting Commercial Confidentiality

Some "[Dos](#) and "[Don'ts](#)" when talking with Canadian companies.

Setting Up a Correspondence Unit

Setting up a Correspondence Unit can allow you to focus your efforts on value-added activities. Different models can be implemented. We offer you the [Buenos Aires model](#).

Using the Trade Mission Agreement (coming soon)

To deal with the rising demand from institutional clients for help in organizing trade missions, posts should use the Trade Mission Agreement. The Agreement defines the responsibilities of the post and mission organizer so as to guarantee a relationship that is as mutually productive as possible. Get a copy of the [Proposed Mission Agreement](#) currently under discussion.

Taking a Snapshot of your Commercial Section

In various mission audit reports, the Inspector General has recommended that posts establish a [short report](#) that will provide information on upcoming events and activities, and the status of key Canadian clients in the marketplace with which the program is involved.

Passing the ball: Handover log

Before leaving your post, the elements contained in this [check list](#) would be useful for your successor.

Planning Training for the Officers at Post (coming soon)