

## EXPORT QUICK HITS: EXPORT SERVICES

Use a strategic approach to exporting. Start with a commitment to one or two markets, research numerous industries and products where the service can be used. Determine whether Canada has a free trade agreement with the country.

Success means finding ways to demonstrate the service's value, uniqueness, and reliability since the buyer doesn't have a physical product to evaluate. How can the proposal be compelling enough for a client to look outside their local market?

Communication skills are paramount. The potential customer may be involved in the design and fulfillment of the service, and delivery can be time sensitive. Your clients must show that they understand and can meet their specific needs.

The service may also need to be customized for the local culture or language. Research the country and its business practices to be responsive.

Service exporters may need more frequent contact with potential clients to cultivate business. The prevalence of remote meetings during COVID-19 and using platforms like Zoom has expanded the ability to connect across countries and time zones.

Help your client assess whether they will need to hire professional services such as a local tax adviser or a lawyer in the country.

### STEPS TO CONSIDER WHEN EXPORTING A SERVICE:

**Step 1:** Understand how to export a service. There are different means to export a service to a market outside of Canada: cross-border trade, consumption abroad, commercial presence, and presence of natural persons.

**Step 2:** Select the new export market, assess business potential and the competitiveness of your client's services. Research should include identifying potential buyers and possibly an agency or partner to support your client in the formalities of the export process.

**Step 3:** Marketing Your Service - It's important to establish the company's profile/brand so that foreign clients will appreciate the expertise, value, and reliability being offered.

**Step 4:** Assess the entry requirements in the export market - To supply services across borders, check which licensing requirements or restrictions may apply.