



**U.S. Department of Commerce / Commercial Service (CS)  
 Annual Customer Survey**

Being easy to work with										
Ability to meet your objectives										
Consistency of service delivery										
Industry knowledge										
Country knowledge										
Quality of information/assistance										
Value-added										
Affordability										
Subject matter knowledge										

**4) Using a scale from 1 to 10 where 1 means DEFINITELY WOULD NOT and 10 means DEFINITELY WOULD, how likely are you to recommend the CS to organizations that are not your direct competitors?**

**IMPACT**

**5) As a result of CS assistance, what specific results/outcomes was your organization able to achieve during the past 12 months? (Please check all that apply.)**

- Increased/retained revenue/sales
- Exported for the first-time
- Exported to a new foreign market
- Overcame a market access barrier, unfair trade practice or intellectual property issue
- Won a foreign government procurement
- Signed a master franchisee
- Enrolled non-U.S. students at an educational institution
- Results anticipated, but not yet achieved (or pending)
- CS assistance did not help my organization achieve any results/outcomes
- Other - Please specify: \_\_\_\_\_

**6) [Ask only if a box for Q5 (except last two) is selected] Using a scale of 1 to 10 where 1 means “Not At All Significant” and 10 means “Very Significant,” how significant was CS in achieving the results listed above for your organization during the past 12 months?**

**7) [Ask only if a box for Q5 is selected] In what foreign country (or countries) did you achieve the results listed above? (Select multiple countries by holding the "Ctrl" button down on your keyboard):**

- List of countries (see attachment)

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- Other - Please specify: \_\_\_\_\_

**8) [Ask only if a box for Q5 (except last two options) is selected] If applicable, please provide the approximate change in revenue and employment for your organization as a result of CS's assistance during the past 12 months:**

- Revenue created (if no additional revenue was created, please write 0)
  - o Dollar Value: \_\_\_\_\_ Percent Increase: \_\_\_\_\_
- Change in employment (number of jobs) (if there was not change in employment, please enter "0" below)
  - o Jobs Added (#): \_\_\_\_\_; Jobs Safeguarded (#): \_\_\_\_\_; Jobs Eliminated (#): \_\_\_\_\_ Percent Change (%): \_\_\_\_\_

(Note: If your organization is an **education institution**, please provide the dollar value based on one year of tuition and room/board multiplied by the number of foreign students enrolled. If your organization is in the **travel and tourism industry**, please provide the dollar value based on the equivalent cost of the advertising/publicity you secured with CS assistance)

**9) What results do you anticipate achieving within the next three years with the assistance provided by CS during the past 12 months?**

	0%	1-5%	6-10%	11-15%	16-20%	21-25%	>25%
Increased revenues by							
Increased U.S. jobs by							

**FUTURE NEEDS**

**10) Do you anticipate using CS information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, Please check all that apply:**

- Completing export/shipping documentation
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses
- Gathering market or competitive intelligence
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc.

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- Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc.
- Other - Please Specify: \_\_\_\_\_
- Not applicable

**11) What foreign country (or countries) are you interested in entering for the first time or expanding exports and international outreach to over the next 12-24 months? (Select multiple countries by holding the "Ctrl" button down on your keyboard):**

- List of countries (see attachment)
- Other - Please Specify: \_\_\_\_\_
- Not applicable

**COMMENTS/SUGGESTIONS**

**12) What did you like best about your experience working with us? (optional)**

- Open text box

**13) How could we better serve you in the future? (optional)**

- Open text box

**14) Other feedback you'd like to share? (optional)**

- Open text box

***Thank you very much for the time you took from your busy schedule to provide us with your feedback. Unless authorized by you, we will keep your individual / organization's identity private and will only use the information provided to report on our organization's overall performance and to improve our assistance to U.S. organizations such as yours.***

This information collection contains requirements subject to the Paperwork Reduction Act (PRA). Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subject to penalty for failure to comply with, a collection of information subject to the requirements of the PRA, unless that collection of information displays a currently valid OMB Control Number. The estimated response time for this collection is 10 mins. The response time includes the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this estimate or any other aspects of this collection of information, including suggestions for reducing the length of this questionnaire, to the Commercial Service, Attn: Reports Clearance Officer, via email at [jacqueline.harris@trade.gov](mailto:jacqueline.harris@trade.gov) or telephone (202) 482-4011.

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**Survey Questions**

1. Based on I&A's assistance provided to you, please rate your level of satisfaction with our subject matter knowledge\_\_\_\_\_ (Scale of 1-Poor to 10-Excellent)
2. Based on I&A's assistance provided to you, please rate your level of satisfaction with our timeliness \_\_\_\_\_ (Scale of 1-Poor to 10-Excellent)
3. Based on I&A's assistance provided to you, please rate your level of overall satisfaction \_\_\_\_\_ (Scale of 1-Extremely dissatisfied to 10-Extremely satisfied)
4. Based on I&A's assistance provided to you, how likely would you be to recommend us to others, assuming they are not your direct competitors? \_\_\_\_\_(Scale of 1-Definitely would not to 10-Definitely would)
5. Based on I&A's assistance provided to you, how well did we meet your objectives? \_\_\_\_\_(Scale of 1-Objectives not met to 10-Objectives completely met)
6. Based on I&A's assistance, please identify the degree to which our data meets the needs of your specific industry or organization (1 -Completely unmet to 10 - Completely met)
7. What kind of assistance has your organization received from I&A over the past twelve months? Please check all that apply (randomize the options/order):
  - Completing export/shipping documentation
  - Complying with foreign (and domestic) regulations, standards, certifications, and licenses
  - Gathering market or competitive intelligence
  - Developing a strategy to begin exporting, enter new markets, and/or expand export sales
  - Obtaining marketing/media exposure overseas
  - Identifying and /or arranging appointments with foreign partners, distributors, and buyers
  - Overcoming a market access barrier/unfair trade practice/intellectual property issue
  - Competing for a foreign government procurement
  - Obtaining export financing and insurance from DOC/CS partners; such as working capital loans, etc.
  - Obtaining export funding and grant opportunities for sales trips/trade missions from DOC/CS partner
  - Other - Please specify:\_\_\_\_\_
8. How did your organization receive assistance from I&A over the past 12 months? Please check all that apply:
  - Obtained information from Export.gov
  - Received assistance from DOC / CS staff located in the United States
  - Received assistance from DOC / CS staff located internationally
  - Purchased a DOC / CS service or report
  - Attended a DOC / CS webinar or local event/seminar
  - Participated in a DOC / CS trade mission

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- Participated in a DOC / CS program at a trade show
- Other - Please specify: \_\_\_\_\_

9. Did I&A contribute to your organization achieving any of the following results during the past 12 months? Please check all that apply:

- Increased/retained revenue/sales
- Exported for the first-time
- Exported to a new foreign market
- Overcame a market access barrier, unfair trade practice or intellectual property issue
- Won a foreign government procurement
- Signed a master franchisee
- Enrolled non-U.S. students at an educational institution
- Results anticipated, but not yet achieved (or pending)
- CS assistance did not help my organization achieve any results/outcomes
- Other - Please specify: \_\_\_\_\_

10. [Ask only if a box for Q9 (except the last three options) is selected]

Due to your successful result, please provide the approximate change in revenue and employment for your organization as a result of I&A's assistance during the past 12 months (if applicable):

- Revenue created (if no additional revenue was created, please write 0)
  - o Dollar Value: \_\_\_\_\_ Percent Increase: \_\_\_\_\_
- Change in employment (number of jobs) (if there was not change in employment, please enter "0" below)
  - o Jobs Added (#): \_\_\_\_\_; Jobs Safeguarded (#): \_\_\_\_\_; Jobs Eliminated (#): \_\_\_\_\_ Percent Change (%): \_\_\_\_\_

11. What results do you anticipate achieving within the next three years with the assistance provided by I&A during the past 12 months?

	0%	1-5%	6-10%	11-15%	16-20%	21-25%	>25%
<b>Increased revenues by</b>							
<b>Increased U.S. jobs by</b>							

12. Do you anticipate using I&A information or assistance over the next 12-24 months to continue international outreach and/or increase your exports? If so, Please check all that apply:

- Completing export/shipping documentation
- Complying with foreign (and domestic) regulations, standards, certifications, and licenses
- Gathering market or competitive intelligence
- Developing a strategy to begin exporting, enter new markets, and/or expand export sales

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- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Obtaining export financing and insurance; such as working capital loans, foreign buyers, etc.
- Obtaining export funding and grant opportunities for sales trips overseas, foreign trade missions, etc.
- Other - Please Specify: \_\_\_\_\_
- Not applicable

13. Based on I&A's assistance to you, please evaluate the comprehensiveness of our suite of products (e.g. market research, data, etc.) and identify any gaps. (Open text box)

14. Does the information we provided compliment or duplicate information already generated by your industry? (Yes - Please explain below; No)

15. Comments / Suggestions

***Thank you very much for the time you took from your busy schedule to provide us with your feedback. Unless authorized by you, we will keep your individual / organization's identity private and will only use the information provided to report on our organization's overall performance and to improve our assistance to U.S. organizations such as yours.***

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**Survey questions**

1. Based on E&C's assistance provided to you, please rate your level of satisfaction with our subject matter knowledge\_\_\_\_\_ (Scale of 1-Poor to 10-Excellent)
2. Based on E&C's assistance provided to you, please rate your level of satisfaction with our timeliness \_\_\_\_\_ (Scale of 1-Poor to 10-Excellent)
3. Based on E&C's assistance provided to you, please rate your level of overall satisfaction \_\_\_\_\_ (Scale of 1-Extremely dissatisfied to 10-Extremely satisfied)
4. Based on E&C's assistance provided to you, how likely would you be to recommend us to others, assuming they are not your direct competitors? \_\_\_\_\_(Scale of 1-Definitely would not to 10-Definitely would)
5. Based on E&C's assistance provided to you, how well did we meet your objectives? \_\_\_\_\_(Scale of 1-Objectives not met to 10-Objectives completely met)
6. What are some other Enforcement and Compliance Services you might be interested in?
  - a. Petition Counseling
  - b. Foreign Government Trade Barriers
  - c. Foreign Trade Remedy Cases
  - d. Foreign Trade Zones
  - e. U.S. Steel Licensing Program"
7. Comments / Suggestions

***Thank you very much for the time you took from your busy schedule to provide us with your feedback. Unless authorized by you, we will keep your individual / organization's identity private and will only use the information provided to report on our organization's overall performance and to improve our assistance to U.S. organizations such as yours.***

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**Export assistance usage, needs and preferences**

- Across the entire export process – from developing an international business strategy to identifying target markets to completing export transactions - what assistance is most useful or important to your export business? (Use flip chart) If needed, mention some of the following to prompt responses:
  - Acquiring market/competitive intelligence
  - Developing a strategy/plan to begin exporting and/or expand export sales
  - Modifying your company's products/services for foreign markets
  - Globalizing your website/marketing materials
  - Obtaining marketing/media exposure
  - Identifying and/or connecting with foreign partners/buyers/decision-makers
  - Arranging shipping/logistics
  - Completing export documentation
  - Complying with regulations and standards
  - Obtaining financing/insurance
  - Competing for a foreign government procurement
  - Overcoming a market access barrier/unfair trade practices/IPR issue
- How do you get this information/assistance now?
  - Do you have a preferred service provider or source?
  - How do you prefer to receive this assistance/information?
  - Did DOC/CS provide any of this assistance/information to your company? If so, probe for details by asking them to provide examples. (Flip chart or whiteboard)
- Why do you need this assistance/information? How do you use it?
- What assistance is most difficult to obtain?
- What assistance do you think we (the DOC/CS) need to improve on / provide more of?

**Market Intelligence (MI) usage, needs and preferences**

What market intelligence/research does your company currently use in its export business?

- Market intelligence definition: research and information on foreign markets to make informed decisions about your export business
- Market size
- Market challenges
- Market opportunities/best prospects
- Market structure
  - Regulations/standards
  - Competitors
  - Distribution channels/partners/customers/opportunities

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- Why do you need this MI information? How do you use it?
- How do you get this MI information now?
  - Do you have a preferred service provider or source?
  - How do you prefer to receive this information?
  - Does the DOC/CS provide any of the MI you mentioned previously? (Flip chart or white board) If so, please give us an example:
    - Country Commercial Guides
    - Top Market Reports
    - Info provided by domestic staff
    - Information provided by our Embassy personnel
    - Customized Market Research (for a fee)
- What MI info is most useful or important to your export business?
- What MI info is most difficult to obtain? What is your greatest MI challenge?
- What MI information do you think we need to improve on / provide more of?

**Moderator Wrap-up**

- Is there anything else you would like to mention to help us improve the information and assistance we (DOC/CS) provide to companies in your industry/sector?
- Is there anything you learned about today that surprised you?
- Thank you for your time and candor. We greatly appreciate it. This helps us to better understand on how we can improve our information and assistance for companies like yours.

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**COMMENT CARD QUESTIONS**

**Fee-based Services**

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
  - [mutually agreed upon objective is pushed to card]
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- How satisfied are you with the timeliness of our assistance provided?
  - Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. – Very Satisfied 10
- Comments/Suggestions:

**Events**

- Based on your experience at [EVENT NAME], how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met your objectives
  - [objective defined in event record is pushed to card]
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

**Counseling/Non-fee based Services**

- Based on your experience with our [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office, how likely is it that you would recommend the U.S. Department of Commerce, U.S. Commercial Service?
  - Definitely Would Not 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Definitely Would 10
- What type of information or assistance did you seek in your most recent interaction with [LOCATION – CITY, STATE or CITY, COUNTRY or HQ OFFICE NAME] office? (check all that apply)
  - Completing export/shipping documentation
  - Complying with foreign (and domestic) regulations, standards, certifications, and licenses
  - Gathering market or competitive intelligence

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- Developing a strategy to begin exporting, enter new markets, and/or expand export sales
- Obtaining marketing/media exposure overseas
- Identifying and /or arranging appointments with foreign partners, distributors and buyers
- Overcoming a market access barrier/unfair trade practice/intellectual property issue
- Competing for a foreign government procurement
- Other: Please specify
- Please indicate how well the U.S. Department of Commerce, U.S. Commercial Service met the objectives you selected above
  - Objectives Not Met 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - Objectives Completely Met 10
- Comments/Suggestions:

**Comment Cards for EVENTS may additionally contain any or none of the following questions:**

How did you first hear about [EVENT NAME]?

- Direct Mail
- Email
- Magazine/Newspaper
- Newsletter
- Phone call
- Social Media (Twitter, LinkedIn)
- Website
- Trade Specialist (U.S. Commercial Service - U.S. Export Assistance Center)
- Commercial Officer with the Commercial Section of American Embassy/Consulate
- Commercial Specialist with the Commercial Section of American Embassy/Consulate
- Other
- Please specify

1'Referral (business or personal connection)' | 2'Referral (government agency)' | 3'Local event, workshop, or seminar' | 4'DOC - CS direct outreach' | 5'Used DOC / CS services/assistance in the past' | 6'Trade/Industry journal' | 7'Export.gov website' | 8'Social media' | 9'Other - Please Specify: \_\_\_\_\_'

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After participating in [EVENT NAME], do you plan to use the U.S. Commercial Service (U.S. Export Assistance Center, American Embassy/Consulate) to help you identify or develop new international business?

- Yes
- No
- Undecided

Future events like [EVENT NAME] should build around a common:

- Geographic Region
- Industry Sector
- Other (Please specify)

How satisfied are you with the following aspects of the event?

Very Dissatisfied 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9. - Very Satisfied 10

- Level of difficulty (for training)
- Usefulness/Relevance of information provided
- Structure/format of event
- Ease of registration & on-site logistics
- Value-added
- Affordability
- Expertise of presenters
- Responsiveness of staff

**Comment Cards for non fee based services may additionally contain any or none of the following questions:**

To what extent do you agree that the export assistance you receive from the U.S. Commercial Service provides you with a competitive advantage?

Strongly Disagree 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Strongly Agree 10

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In the past 12 months, what has your main contact been within the Commercial Service for export assistance or answers to your export-related questions?

- Domestically-based staff
- Internationally-based staff
- Trade Information Center 1-800-USA-TRAD(E)
- www.export.gov website
- Don't know
- Other, please specify

Not at All 1. - 2. - 3. - 4. - 5. - 6. - 7. - 8. - 9 Very Well 10

How well did [OFFICE] understand your needs and objectives?

How professional was [OFFICE] in your interactions?

How closely did [OFFICE] follow your timeline?

How knowledgeable was [OFFICE]?

How clear was the information you were provided?

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**PART 1: COMPANY BACKGROUND**

1. Zip Code of Firm : \_\_\_\_\_
2. Industry of Firm: \_\_\_\_\_
3. Total Number of Employees (at all branches/locations)
  - a) 0 to 19 employees
  - b) 20 to 99 employees
  - c) 100 to 249 employees
  - d) 250 to 499 employees
  - e) 500 or more employees
4. Total Revenue (sales/receipts for all branches/locations of the firm)
  - a) Less than \$100,000
  - b) Between \$100,000 to \$249,999
  - c) Between \$250,000 to \$499,999
  - d) Between \$500,000 to \$999,999
  - e) Between \$1,000,000-\$9,999,999
  - f) Between \$10,000,000 to \$49,999,999
  - g) More than \$50,000,000
5. Is your company (check all that apply):
  - a. Woman-owned
  - b. Veteran-owned
  - c. Minority-owned
  - d. Disabled-owned
  - e. None of the above / Don't know
6. What is the current export status of your firm?
  - a. Currently exporting/ have exported in the past 12 months
    - i. If selected, then respondent is asked questions in **Part 2A** below
  - b. Not currently exporting/have not exported in the past 12 months
    - i. If selected, then respondent is asked question in **Part 2B** below

**PART 2A: CURRENTLY EXPORTING:**

*(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)*

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**7. How long has your firm been exporting?**

- a) Less than 2 years
- b) 2 to 5 years
- c) 6 to 9 years
- d) 10+ years

**8. Has your firm ever received any export assistance from any of the following entities?**  
*(Please check all that apply)*

- a) U.S. federal government agencies
- b) State/City government agencies
- c) Private sector entities
- d) Family or friends
- e) No assistance was received
- f) Other; please specify:

**9. Has your company ever paid a fee for any export assistance services?**

- a) Yes
- b) No
  - a. If selected, Skip to Question #11

**10. Has your company ever paid a fee for export assistance services provided by the U.S. Department of Commerce/Commercial Service?**

- a) Yes
- b) No

**11. What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months?**

- a. Less than \$1,000
- b. Between \$1,000 and \$4,999
- c. Between \$5,000 and \$9,999
- d. Over \$10,000

**12. How many countries has your company exported to in the past 12 months?**

- a) 1 country
- b) 2 to 5 countries
- c) 6 to 9 countries
- d) 10+ countries



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**13. What percentage of your company's overall revenue over the past 12 months would you estimate is from exports/international sales?**

- a) 1 to 5% of revenue
- b) 6 to 10% of revenue
- c) 11 to 19% of revenue
- d) Over 20% of revenue

**PART 2B: NOT CURRENTLY EXPORTING**

*(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)*

**14. Reasons for not exporting presently? (Check all that apply)**

- a) You have enough business domestically \_\_\_\_\_
- b) You don't think you can compete in a foreign market \_\_\_\_\_
- c) You believe it may be too expensive to export \_\_\_\_\_
- d) You believe it may be too complicated to export \_\_\_\_\_
- e) You don't have a network of contacts to help you with exporting \_\_\_\_\_
- f) You don't know how to find buyers/business opportunities overseas \_\_\_\_\_
- g) You think you'd face barriers imposed by foreign governments \_\_\_\_\_
- h) Other? Please specify: \_\_\_\_\_

**15. If you are not currently exporting do you intend to export in the following timeframes?**

- a) In 1 to 2 years
- b) In 3 to 4 years
- c) Don't know when, but wish to export at some point in the future
- d) Do not intend to export (*If you do not intend to export skip to **Part 3***)

**16. Would you ever pay a fee for services to assist you in exporting?**

- a) Yes
- b) If you selected "Yes," **What is the total annual budget your company can dedicate to expanding your exports/international sales over the next 12 months?**
  - i. Less than \$1,000
  - ii. Between \$1,000 and \$4,999
  - iii. Between \$5,000 and \$9,999
  - iv. Over \$10,000

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- c) No  
i. If you selected “No,” please indicate why not:\_\_\_\_\_ (Then  
Skip to Part 3)

**17. Would you pay for export assistance services provided by the U.S. Government (i.e. U.S. Department of Commerce/Commercial Service)?**

- a) Yes  
b) No  
i. If you selected “No,” please indicate why you would not be willing to pay for services provided by the U.S. Government:\_\_\_\_\_

**18. Would you be inclined to pay more for export assistance services provided by the private sector?**

- a) Yes  
b) No

**PART 3: FEES FOR EXPORT ASSISTANCE SERVICES**

*(Note that export assistance refers to market research/intelligence, identification and matchmaking with foreign buyers/partners, background checks on foreign companies, promotions at trade shows and other events, etc.)*

**Service # 1: EXPORT/MARKET INTELLIGENCE TRAINING WEBINARS:** Provides U.S. firms with export knowledge and/or market intelligence from experts located around the globe via a one hour online webinar.

**19. What is a fair and reasonable price to pay for Service # 1 above?\_\_\_\_\_**

**Service #2: INTERNATIONAL EXPANSION BLUEPRINT:** Provides an international expansion plan designed to optimize your company’s overall export operations and marketing/sales processes. It is based on Six Sigma, Agile and Project Management Institute best-practices, and yields an action plan specifically designed for your company. It includes the following:

- Initial one-on-one counseling session (up to 2 hours)
- Analysis of your firm’s international business strengths/weaknesses (marketing/sales, website globalization/e-commerce; regulatory compliance, etc.)
- Recommended goals and objectives to leverage strengths and address weaknesses
- Report/action plan with next steps

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- Presentation of the report/action plan

**20. What is a fair and reasonable price to pay for Service # 2 above? \_\_\_\_\_**

**Service #3: WEBSITE GLOBALIZATION:** Provides services to enhance the strength of a client's website for the purpose of attracting foreign partners/business, and includes:

- Designs: Expert assessment of strengths & weaknesses and recommendations for enhancement
- Search Engine Optimization: Technical & marketing advice for optimization
- Functionality: Assessment & recommendations for enhancing navigation, features, language, payment portals and other considerations

**21. What is a fair and reasonable price to pay for Service # 3 above? \_\_\_\_\_**

**Service #4: TARGET MARKET ANALYSIS:** Provides U.S. firms with an assessment of the most promising target markets overseas for their product/service; including:

- Secondary research/data (macroeconomic/commercial & trade/risk data);
- Primary research/data specific to the client's products/services; and
- Analysis and identification of the most desirable and high potential markets

**22. What is a fair and reasonable price to pay for Service # 4 above? \_\_\_\_\_**

**Service #5: MARKET POTENTIAL ASSESSMENT ("Initial Market Check"):** Provides U.S. firms with a report containing information needed to evaluate the potential of their product or service offering in a target market; including:

- A preliminary snapshot of the market potential of the product/service
- Feedback from local contacts on their level of interest in the product/service
- Analysis and recommendations for next steps

**23. What is a fair and reasonable price to pay for Service # 5 above? \_\_\_\_\_**

**Service #6: FEATURED COMPANY WEBSITE SPOTLIGHT (Featured U.S. Exporters/Business Service Providers):** Provides U.S. exporters/business service providers with an opportunity to enhance their search engine optimization via .gov link-backs to your company's website. The service entails listing/marketing your goods/services overseas/domestically on a trusted U.S. government website with a brief description and contact information.

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24. What is a fair and reasonable price to pay for Service # 6 above? \_\_\_\_\_

**Service #7: CONTACT LIST:** Provides U.S. firms with a list of agents, distributors and partners in a foreign market, including: company name, address, web site, name and title of key contact person(s), phone number, e-mail address and language preferences. The information included in the contact list will have been reviewed and verified for accuracy.

25. What is a fair and reasonable price to pay for Service # 7 above? \_\_\_\_\_

**Service #8: PARTNER IDENTIFICATION SERVICE (“International Partner Search”):** Provides U.S. companies with a list of foreign partners/distributors that have expressed an interest in the client’s goods/services; including:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms
- Preparing a profile of interested firms
- Providing a report with the profile and contact information for interested firms

26. What is a fair and reasonable price to pay for Service #8 above? \_\_\_\_\_

**Service #9: VIRTUAL PRODUCT PITCH:** Provides U.S. companies with an opportunity to virtually present their products/services live to buyers, agents and other distribution channels vetted by our staff; including:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms
- Preparing a profile of interested firms
- Arranging for you to present to the interested firms via PowerPoint/conference call
- Providing contact information for the decision makers of each overseas company in attendance

27. What is a fair and reasonable price to pay for Service # 9 above? \_\_\_\_\_

**Service #10: PARTNER MATCHMAKING AND APPOINTMENT SERVICE (“Gold Key Service”):** This service helps clients find, vet and arrange appointments with at least 3 partners in a foreign market and includes, for instance:

- Identification and outreach to potential matching firms
- Sending client’s information to identified matching firms

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- Preparing a profile of interested firms
- Providing insights & information about the market/sector and interested firms
- Arranging business meetings in-country with interested firms; including location, schedule, transportation and other logistics

**28. What is a fair and reasonable price to pay for Service # 10 above?\_\_\_\_\_**

**Service #11: PARTNER MATCHMAKING VIA SOCIAL MEDIA:** Provides U.S. companies with access to our network of business contacts overseas via social media. Choose a country, choose a sector and join a social media chat group populated by foreign distributors and partners looking to sell products like yours. If they are interested, distributors can contact you directly to move forward.

**29. What is a fair and reasonable price to pay to join each chat group (by region or sector) for Service # 11 above?\_\_\_\_\_**

**Service #12: TRADE SHOW SUPPORT (“Catalog Show”):** Supports client trade show positioning, representation, marketing, and promotion needs, and includes:

- Conducting pre-trade show promotions via Internet/ social media/email campaign
- Representing the client at the trade show
- Displaying the client’s promotional materials at the trade show
- Conducting outreach to foreign buyers/distributors in attendance at the trade show to promote the client’s products/services
- Providing contact information for each overseas company that expressed interest in the client’s products/ services at the trade show

**30. What is a fair and reasonable price to pay for Service # 12 above?\_\_\_\_\_**

**Service #13: HIGH LEVEL OFFICIAL-LED TRADE MISSION:** This service entails participating on a trade mission led by a senior U.S. Government official to introduce and position U.S. firms in a target market; it includes:

- U.S. government agency Executive-led & organized business mission
- Introduces U.S. firms to the market segment
- Introduces U.S. firms to resources/ initiatives of US Embassy
- Arranges in-country customized one-on-one meetings and networking events with government leaders, potential partners, distributors, and others

**31. What is a fair and reasonable price to pay for Service # 13 above?\_\_\_\_\_**

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**Service #14: OVERSEAS SPECIAL EVENT HOSTING (“Single Company Promotion”):**

Provides a U.S. firm with a promotional event (such as a technical seminar, press conference, luncheon, dinner, cocktail reception, etc.) to help increase awareness of their existing or new products/services in a specific market; including:

- Organizing the event logistics/venue;
- Conducting a targeted direct mail or e-mail campaigns;
- Managing the promotional campaign and event-related logistics
- Providing logistical and promotional support on-site during the event
- Providing a post-event de-briefing to discuss next steps

**32. What is a fair and reasonable price to pay for Service # 14 above?\_\_\_\_\_**

**Service # 15: LIMITED FOREIGN COMPANY BACKGROUND CHECKS:** Provides U.S. firms with a limited background report on a specific foreign company; including:

- Publically available information on company size, sales data, business activities, references, corporate structure, and shareholders/directors
- Information sources consulted in preparing the report
- Brief analysis of information collected

**34. What is a fair and reasonable price to pay for Service # 15 above?\_\_\_\_\_**

**Service # 16: COMPREHENSIVE FOREIGN COMPANY BACKGROUND CHECKS (“International Company Profile”):** Provides U.S. firms with a comprehensive background report on a specific foreign company, including:

- Information on company size, sales data, business activities, corporate structure, shareholders and directors, references, financial data creditworthiness and market outlook
- Site visit and interviews with principals
- Information sources consulted in preparing the report
- Analysis of information collected

**35. What is a fair and reasonable price to pay for Service # 16 above?\_\_\_\_\_**

**Service # 17: Product Authentication Service:** Provides your foreign distributors/partners with a “USG Authentication Seal” to be placed online next to each of the product descriptions for your products that they officially distribute. Each logo will link back to a .gov website confirming that your distributor/partner is part of your official and approved logistics channel.

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36. What is a fair and reasonable price to pay for Service # 17 above? \_\_\_\_\_

**Service # 18: HOURLY BASED ON-DEMAND CLIENT ASSISTANCE:** Provides U.S. firms with customized export assistance, promotional events, market research/intelligence and/or additional support from experts on-the-ground around the globe based on the level of effort required.

What is a fair and reasonable HOURLY RATE to pay for Service # 18 above?  
\_\_\_\_\_

37. Are there any other export assistance services that your firm would be willing to pay for that are not listed in this survey? \_\_\_\_\_

a) If so, how much would you pay to receive such services? \_\_\_\_\_

Thank you for taking the time to complete this survey; it is greatly appreciated.