



## Appendix B—Sample templates

### 1) Sample telephone call template

*Hello Mr. /Ms. \_\_\_\_\_, this is \_\_\_\_\_ from the Embassy of Canada.*

*I am calling you because we have been working with local companies in \_\_\_\_\_, like yours, to help them develop trade partnerships with Canadian companies, such as distribution arrangements, supplier agreements or opening up sales channels.*

*For example: \_\_\_\_\_*

*Are these important issues for you?*

*Really?*

*Which one is the most important?*

*Why is that?*

*Can you tell me more about that?*

*Have you ever considered partnering with a Canadian company?*

*Knowing that we have been able to help other companies in \_\_\_\_\_ does it make sense for us to arrange a meeting?*

*When would you be available next week?*

*Tuesday at 9:00 a.m. works for me as well. I look forward to seeing you then at your office. I will give you a call near the end of the day Monday to confirm our appointment.*

*Thank you. Goodbye*