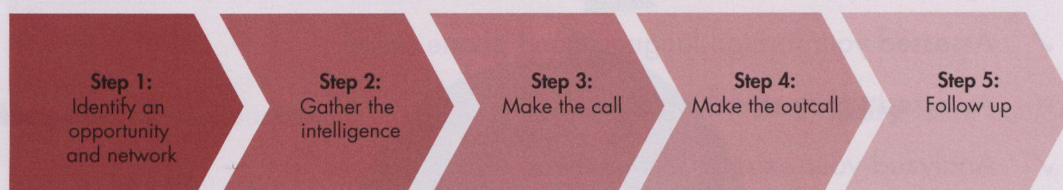




Introduction

Managing a Local Contact: The Five Steps



How can you use this guide?

This prospecting guide is designed as a “how to” guide, providing the techniques you need to build relationships with local contacts who can in turn facilitate business for Canadian companies – whether as customers, partners or additional service providers.

Trade commissioners at certain posts abroad may not have any difficulty in attracting local market interest. Nevertheless, most of these posts are looking for effective ways to build bigger and stronger networks from which to draw on.

This guide provides a clearly defined prospecting process. It provides practical advice and a series of best practices, including tips on conducting interviews while being mindful of different cultural values and business practices. The guide also features a well-defined follow-up process.

To summarize, this guide will:

1. Explain how to build a systematic framework for finding **local contacts**;
2. Provide the required tools to improve information gathering and **network development**;
3. Help you prepare for and deliver an effective telephone interview (“**the call**”);
4. Assist you in preparing for the delivery of an onsite interview (“**the outcall**”);
5. Establish an appropriate **follow-up** process when dealing with prospects; and
6. Provide a series of questions for later review.

How this guide is structured

This guide is divided into five sections that each correspond to an important and distinct step of the prospecting process. Each step is crucial. You cannot skip a step and expect to build a successful and sustainable business relationship.