



Step 4: Prepare the Pitch

Before you move on:

- ✓ Have you discussed expectations with each of your trade commissioners?
- ✓ Has each trade commissioner established a contact schedule?
- ✓ Have trade commissioners identified company needs to which they can respond?
- ✓ Are trade commissioners tracking their contacts in TRIO?

Step 5: Contact the Companies

Step 6: Monitor and Follow-Up

Before you conclude:

- ✓ Have you had a debriefing session with your staff?
- ✓ Have you made a point of celebrating the acquisition of new clients?
- ✓ Do you have best practices you can share with others?
- ✓ Have specific training needs been identified throughout the project?
- ✓ How would you do it differently next time?