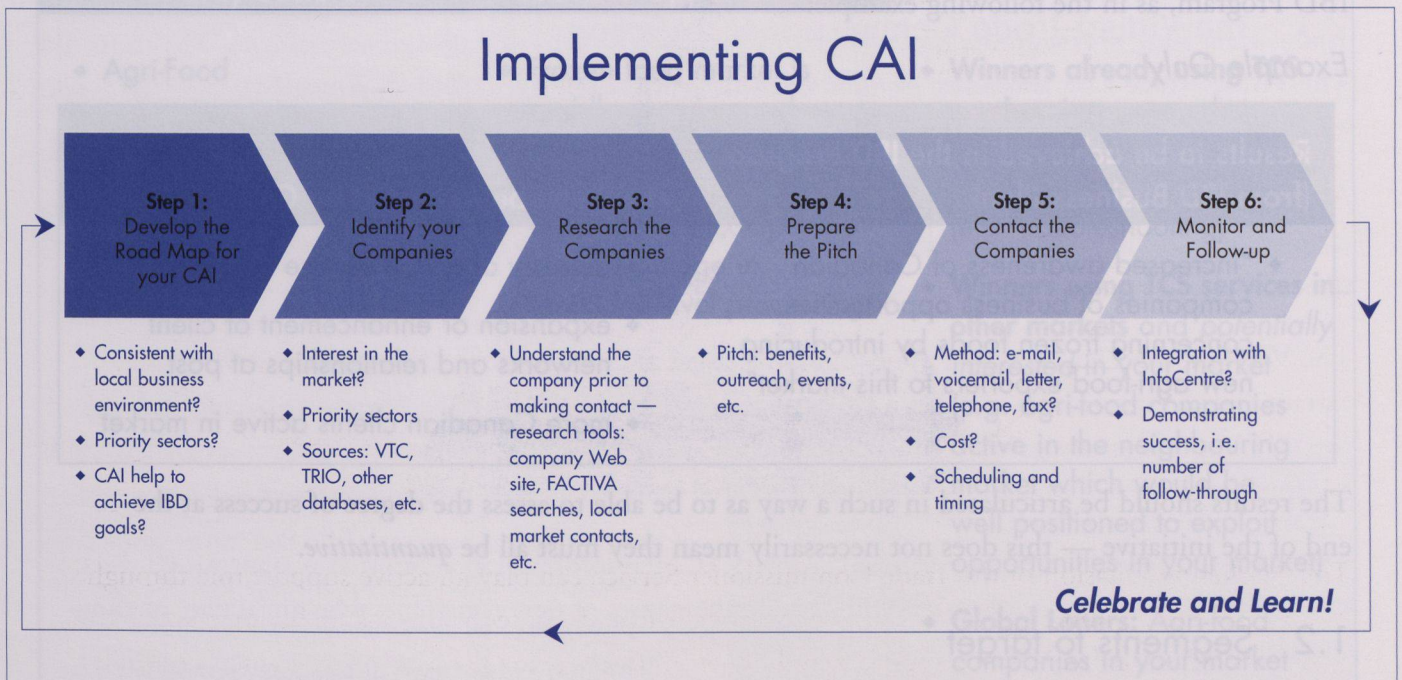




Implementing a Client Acquisition Initiative in your Post

A Client Acquisition Initiative is a project which consists of six steps, as outlined in the exhibit below:



As you complete each step, we have also provided a “checklist” of reminders before you proceed to the next step, as shown opposite.

Before you begin:

- ✓ Have you discussed this initiative with your HOM?
- ✓ Have you made the Marketing Division aware of the project?
- ✓ Is the timing right?
- ✓ Have you obtained buy-in from your staff?
- ✓ Have you assessed the networking skills of your staff?
- ✓ Has each trade commissioner identified specific market opportunities that the project could build upon?
- ✓ Have you taken work load issues into account?