



5.2 Five key points to consider when following up after your outcall:

1. Follow-up:

- ◆ What action is to be taken as a result of your outcall?
- ◆ Who is responsible for the follow-up and when will it take place?
- ◆ What market intelligence resulting from the outcall can you disseminate to your Canadian clients? Is this a possible lead? If yes, have you forwarded it to IBOC so it can be entered in the Virtual Trade Commissioner?

2. How can this contact be of interest to your Canadian clients:

- ◆ What are the business opportunities for Canadian companies?
- ◆ Does the local contact have a presence in Canada?
- ◆ Does the local contact currently export to or import from Canada?
- ◆ Are there future opportunities vis-à-vis Canada?
- ◆ Would IBOC, the Investment Branch and/or Canadian institutional partner-clients be interested in the local contacts? Would that interest be shared by the local contacts?

3. Perception of the Canadian corporate climate:

- ◆ What does the local contact think of Canada?
- ◆ Has the local contact in the past, or currently, done business with a Canadian firm? If so, does the prospect have a network of contacts and market relationships already established?
- ◆ Has the prospect ever been visited by a Minister or other VIPs, including a Team Canada mission?

4. Future growth strategy:

- ◆ What is unique to the local contacts?
- ◆ Does the company have any comparative advantages, or face specific challenges?
- ◆ Why is the firm successful (profitable)?

5. Company profile:

- ◆ Brief summary of company's business lines and current conditions;
- ◆ Annual report or corporate brochure;