



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