

Prospecting Guide

## Appendix B—Sample templates

1) Sample telephone call template

Hello Mr. /Ms	, this is	from the Embassy of Canad	da.
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:	ed in Canada is exp ods has apuborq l	orted. The 3- largest exponent of spirit	• Canada is the wor
Are these important issu	es for you?		
Really?			
Which one is the most in	mportant?		
Why is that?			
Can you tell me more about that?			
Have you ever considered partnering with a Canadian company?			
Knowing that we have b sense for us to arrange o		other companies in	does it make
When would you be ave	ailable 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	hydro industry ind	ades more than 20 equipment ma	nufacturers and nearly
		aes a wide number of technologies	, products and services