



## Annex D: Checklist

### Implementing a Client Acquisition Initiative in your Post

#### 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?

### Step 1: Develop the Road Map for your CAI

#### Before you move on:

- ✓ Has each trade commissioner identified his/her target segments?
- ✓ Have you identified start, mid-term and evaluation dates for the project?

### Step 2: Identify your Companies

#### Before you move on:

- ✓ Have you considered using the VTC e-mail notification sent to your post each month to initiate the project?
- ✓ Do you know how many companies each trade commissioner will be contacting in each segment?

### Step 3: Research your Companies

#### Before you move on:

- ✓ Has each company to be contacted been researched?
- ✓ Does each trade commissioner have an idea of his/her companies' products, strategy and experience?