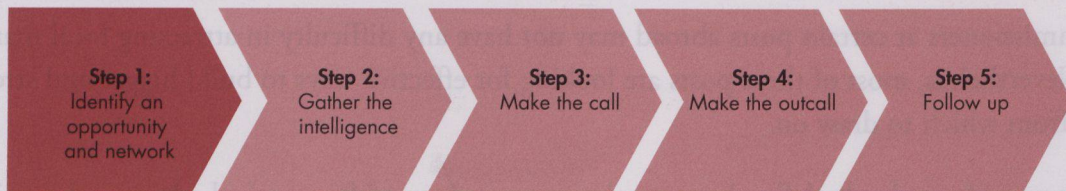


Step 1—Identify an opportunity and network

Before you begin building your local network, there are some important questions you need to ask yourself.

Have you...

- ✓ Assessed your foreign language and phone skills?
- ✓ Assessed your networking skills?
- ✓ Analyzed your existing local network?
- ✓ Looked to see if there are any immediate requests from Canadian companies?
- ✓ Looked at your expected deliverables and results to ensure your outcall program fits with your post and personal objectives?



1.1 The relationship-building cycle

There are four different relationships that you must build and manage:

1. Relationships with Canadian companies;
2. Relationships with local contacts who can implement an export strategy (e.g. agents and distributors);
3. Relationships with local contacts who can provide intelligence (e.g. local government contacts and associations); and
4. Relationships with additional service provider(s) in the local market.

All four contacts work together in order to achieve the ultimate goal—*facilitating a profitable partnership between a Canadian company and a local contact*. While this guide's main focus is on local contacts, many of the skills are transferable to the other relationship areas.

Networks are the result of building these relationships. Networks have to be maintained—an ongoing process wherein you must identify and manage contacts in all four areas as opportunities to partner can appear at any time.