

Handling Success

Success in the United States will result in more business and increased work for your staff. It is important to plan early how you will handle these demands. Here are some options you may wish to explore.

- Adjust your hours of operation to match the hours of your potential customers in the United States.
- Consider a 1-800 number to increase your accessibility for U.S. customers.
- Analyze job responsibilities to determine whether changes or new staff will be needed to handle increased demand at reception, accounts or contract support.
- Establish contingency plans or engage subcontractors to help you handle increased demand for your service.
- Enhance your ability to manage currency swings through techniques such as establishing U.S. dollar accounts or hedging on the futures market.
- Talk with your accountant or lawyer about whether you are in a position to expand in the United States.

Networking With Your Own Customers

Past and present customers often represent one of the best business development resources that you have. If they are pleased with your work, they can be useful in several ways, including the following:

1. adding credibility to your service by being quoted in your literature or acting as references.
2. furnishing referrals to a parent company, subsidiary or affiliate firm in the United States that requires services similar to those you have already provided.
3. introducing you to their customers and contacts in U.S. companies, governments or other organizations.
4. acting as a joint venture partner to explore U.S. market opportunities.

Using the Media Effectively

"I THINK IT'S CRITICAL IF YOU WANT TO GET YOUR NAME KNOWN THAT YOU ARE IN A BUSINESS AREA TO NOT JUST ADVERTISE, BUT IF IT'S A TECHNICAL PUBLICATION, TO MAKE SURE YOUR PEOPLE PROVIDE THE TECHNICAL PAPERS, COMMENTARY — ANYTHING THAT THE JOURNALISTS WILL LET YOU DO."

Garth Lawrence

*Manager, Business Development
Intera Information Technologies Corp.*

A wide range of publicity opportunities are available to companies. This page examines **trade publications**. **Exposure through the media will offer you instant credibility in the competitive U.S. market.** The following will help you understand the opportunities and assess their value:

A) Trend-Setting Services

In the case of a new service, you should start publicity well before and continue it well after you are ready to introduce the service to the market. Carefully cultivate relationships with key analysts and editors. The various means available to you for publicity are:

NON-DISCLOSURE AGREEMENTS. To make sure coverage 'breaks' on a certain date, get industry analysts, journalists and commentators who want advance information about unannounced services to respect non-disclosure agreements and embargo news coverage until a specified date.

DEMONSTRATIONS.

Seeing is believing, and many writers, editors, analysts and other opinion leaders will want to experience a service first-hand. Consider making a short video or mock-up of how the new service will work, emphasizing customer benefits compared with existing services. Editors will also want to interview a company executive who can talk about the service and company positioning.

