



Background and Introduction

The *Client Acquisition Initiative* (CAI) is a marketing tool which posts and regional offices can use to achieve results for the IBD Program through segmenting, targeting, and initiating a personalized contact with Canadian companies. The objective of this personalized contact would be to make companies aware of the services of the TCS, and ultimately, to attract them to your market to benefit from local market opportunities. The CAI was developed and tested at Post, and is based on the principles of customer relationship management, the New Approach @ Work, and the Marketing Strategy of the Trade Commissioner Service.

In this document, we explain steps to implement a CAI in your post to develop business more proactively by attracting more Canadian clients to your territory.

Successful Practices Boxes

You will also note throughout the document that we have provided examples of successful practices. Just look for these blue boxes.

CAI is based on the New Approach @ Work Principles and the TCS Marketing Strategy

One of the key principles of the New Approach@Work is to encourage management and staff at Posts to be more proactive in developing international business for Canada through the development and enhancement of networks, both among local contacts, and Canadian business and partner clients. The Marketing Strategy of the Trade Commissioner Service clearly lays out the priority target market segments as “Winners”, i.e. existing clients of the Trade Commissioner Service already active in at least one export market, and “Global Loners”, i.e. Canadian business clients active abroad, but not necessarily maximizing their export potential by using the services of the TCS. It has been established that these two market segments have the greatest potential to reap benefit from the services of the TCS, and to translate that assistance into business for Canada.

TCS Client Segmentation

	TCS Clients	Non-TCS Clients
Active Exporters	Winners 1000's companies	Global Loners 10000's companies
Not Active Exporters	Up-and-Comer 100's companies	Home-Keepers 100000's companies