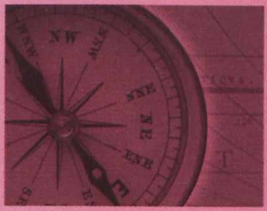

What if the partner-client asks for advice on their initial strategy, but is not interested in working with you?

You could explain the potential for the most cost-effective pursuit of international business opportunities and the value added that the post can bring to the partnership. Take this as an opportunity to educate your partner-clients on how we can work better together.

KEY CONTACT SEARCH

What are partner-clients entitled to expect? And what is the definition of a good Key Contact Search?

You can identify foreign contacts who have the local knowledge and market intelligence that your partner-client needs to refine and implement their international marketing strategy. These foreign decision-makers, partner organizations and intermediaries could include:

- government officials
- businesses and potential investors
- counterpart associations and strategic partners
- research and educational institutions
- financial institutions and venture capital firms
- professional and business associations

As with our business clients, partner-clients look to you for your knowledge of the market and your network of contacts. A Key Contact Search is not a long list of contacts taken from the yellow pages. Key contacts must be individuals who are known to you.

What do you need from the partner-client to facilitate a Key Contact Search?

The basic premise, once again, is that the partner-client has researched and selected its target market. You will need to know more about their business clients and should ask the following questions:

- What are your business clients' goals and plans in doing business in this target market?
- Whom do you need to contact to support or pursue these goals?
- How do your business clients plan to enter the market (by export, licence, joint venture or investment)?
- How would you describe the typical buyer, distributor, agent or partner your clients are targeting in this market?
- Who are the buyers and end users of the products or services in Canada and abroad?

What should you offer the partner-client?

Prepare an up-to-date and accurate list of contact names, including titles, organizations, and coordinates. The list could include brief comments on why you consider each contact to be useful. Indicate to your partner-client if you have relied on information originating from a third-party source, and ensure that you identify and confirm the reliability of that source. Finally, let your client know if there are any charges expected for accessing specialized local databases, and obtain a payment deposit before incurring any cost.

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Search

http://intranet.lbp/horizons