



- ◆ Contacts with Canadian subsidiaries, affiliates, partners and distributors in your market
- ◆ Purchased lists (e.g. InfoCanada, Dun&Bradstreet)
- ◆ Personal contacts
- ◆ If you are at post, Regional Offices may have information on a Canadian company that showed interest in your market, and could be a very valuable source of intelligence.
- ◆ The opposite holds true for Regional Offices, which may benefit from information provided by posts regarding markets that interest their clients.

Please remember that your ability to personalize the contact diminishes greatly by using some of these sources. A successful CAI stresses the personalization and depth of fewer contacts.

2.4 Divide the Companies by Trade Commissioners

Once you have identified the companies which meet your criteria and you know which companies have been identified, you need to ascertain which trade commissioner will be responsible for contacting and following up with each identified contact. This choice will likely be sector-driven. It is highly unlikely that the companies identified will be distributed evenly by sector, so some trade commissioners may have a greater load than others. On this basis, you may wish to revisit your criteria, expanding or being more restrictive. If your post has an Info-Centre or other similar support structure, you may also use this to help you balance workloads.

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?