

# IBOC – Solid Business Leads

*– Helping you find interested and capable Canadian exporters*

*by Sean McCabe*

*In the last two issues, we covered the Regular and Specialized Company Data Checks. In this issue, we are addressing Business Leads, and our most value-added service — Solid Business Leads*

*This is the third in a series of articles designed to explain the services of the International Business Opportunities Centre.*

If the scenarios illustrated on page 10 are ones you've experienced, IBOC can help you, and in a timely and efficient manner. We know your client is important to you, and we take your business leads seriously. We not only search WINExports and Strategis, but we tap the sector expertise of the whole Team Canada Inc network. We also search a variety of other sector-specific directories and databases in our IBOC library and on the Internet. We thoroughly investigate every potential source of information, then provide you with an exhaustive list of potential exporters. And if a Canadian supplier cannot be found, we will get back to you to let you know.

For general business leads, where your buyer is at an early stage of seeking suppliers, IBOC can also help. We will identify potential suppliers through our wide variety of sources, and prepare a well-researched list for you. However, the suppliers would not be contacted in this case, since the business lead is not solid.

For solid business leads, IBOC will provide you with its extra value-added service — we will not only provide you with a list of potential exporters, we will also phone and discuss the trade lead with these potential exporters to confirm their interest and capability in supplying what your client needs.

This means that when you receive a list of exporters from us, you can assure your clients that these Canadian companies not only provide what is needed, but they are interested as well. Clients who are seeking other suppliers may be more inclined to come to you to find them in Canada, in response to this value-added service.

If you have a solid business lead, provide IBOC with the following:

- the full contact details of the buyer;
- as much information and specifications as possible on what your client is seeking;
- the intended use of the needed

- product or service; and
- the quantities needed.

Remember that IBOC officers are trained sourcing and matching experts. We regularly upgrade ourselves in ongoing training seminars and workshops, and we keep abreast of new sourcing Web sites, databases, directories and associations so that we may better serve you and your clients.

## **How to contact IBOC**

The easiest way to submit a request is to use the electronic Sourcing Request Form, which is available via WIN Exports 4 (click on IBOC to start) or via the Signet CD (click on Trade Apps to start). From either application, click on Sourcing Request, File and New Form, then fill in the necessary fields and select Send to IBOC.

You may also forward your request by fax: (613) 996-2635 or by e-mail: [iboc@dfait-maeci.gc.ca](mailto:iboc@dfait-maeci.gc.ca)