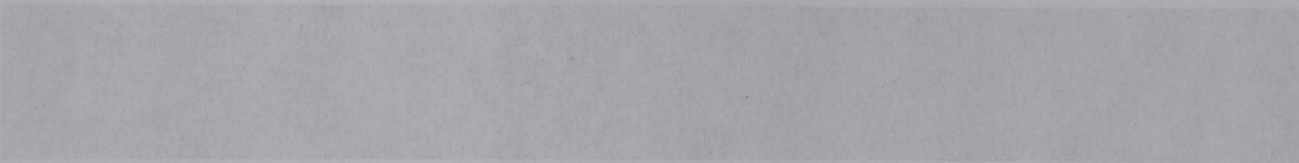


THE GLOBAL LEARNING LEARNING INITIATIVE
FOR COMMERCIAL / ECONOMIC STAFF



PART 1 Identifying Priority Sectors and Developing Action Plans

PART 2 Prioritizing Demands
- prioritizing checklist
- effective time management

PART 3 Information or intelligence
- checklist of things to think about before heading out
- sources of information
- search engines
- commercial intelligence workshop

The Jules Léger Library
- virtual library information guide

PART 4 Spinning your web: The value of networking
- creating a personal networking plan
- who is in your web?
- tips for playing "the event" game
- awkward networking moments
- a good networker vs. a bad networker
- networking skills inventory

PART 5 Tips and Techniques
- tips for conducting outcalls
- the phone conversation: the cold call
- Outcall/visit planner
- post-visit information sheet
- tips for the site visit
- tips: asking open-ended questions
- interviewing techniques

PART 6 CIA Checklist for Trade Commissioners

PART 7 Policy and Procedures for Reporting Allegations of Bribery Abroad
by Canadians or Canadian Companies

PART 8 Client Definition
- Clients in Identifying Our Clients
- Service Level for Clients with High-potential in a Given Market
- Clients with High Potential in a Given Market

PART 9 Online TCS Client Survey

PART 10 International Business Opportunities Centre (IBOC) Profiles

LIBRARY / BIBLIOTHÈQUE
Foreign Affairs, Trade
and Development Canada
Affaires étrangères, Commerce
et Développement Canada
125 Sussex
Ottawa K1A 0G2