



## Background and Introduction

The Client Acquisition Initiative (CAI) is a marketing tool which posts and regional offices can use to identify potential clients in their market through segmenting, targeting, and initiating a personalized contact with them. The objective of this personalized contact would be to make the client aware of your Post's services, to encourage them to do business in the TCS, and ultimately, to attract them to your market to benefit from your Post's unique value proposition.

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CAI is Based on the New Approach @ Work Principles and the TCS Marketing Strategy . . . . .	1
CAI is a Practical Tool to Help Posts Abroad . . . . .	2

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