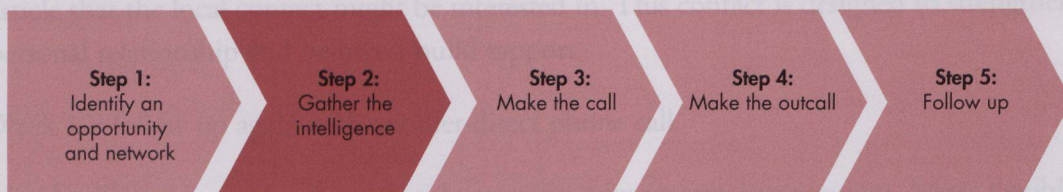


Step 2—Gather the intelligence

Before you start preparing your prospecting calls in your local network, there are some important points you need to consider.

Have you...

- ✓ Talked to your staff/colleagues about potential opportunities?
- ✓ Created a list of local companies to call?
- ✓ Researched, or asked your assistant to research these companies – e.g. TRIO, Intranet, initial phone call for the company's annual report, etc...
- ✓ Reviewed information contained in TRIO?
- ✓ Reviewed the Elevator Pitches found on page 31?
- ✓ Determined the company's sector of interest?
- ✓ Assessed the local contact's experience with/in Canada?



2.1 Managing expectations

As a trade commissioner, you are expected to understand the needs of your local contacts. If a local contact manager can attract additional revenue or reduce the company's operating costs by partnering with a Canadian company, the manager's value within the organization will grow.

To this end, your success will depend on being able to help local managers meet their own objectives. You should clearly identify and communicate business opportunities that enhance a local company's future growth initiatives, as well as generate revenue and profit goals. Communicating these benefits will ensure that the local contact will express interest in a relationship with you first, then with a Canadian company.