

## 1.9 Following up

Stay in touch with the members of your local network to ensure that they consider Canada and the TCS when a partnership opportunity arises. Follow up with members of your local network who are not actively engaged in a partnership opportunity (generally speaking, this should happen once every six weeks).

Using the phone exclusively is generally not the best way to stay in touch with prospects. Instead, use a variety of means to reach prospects. Send an email or individualized mail piece—not a generic corporate brochure, but something that is personalized and relevant to your prospect. For example, send an article you have clipped from a magazine with a personal note, or an invitation to a networking event you are organizing. The key is to send something of value to your network.

With local contacts that do not immediately present opportunities, follow this schedule:

- ◆ Week 1: follow-up call with action items noted for the next direct contact.
- ◆ Week 4: send the company a content-rich email newsletter, announcement or article.
- ◆ Week 8: engage in another indirect contact, such as a note in the mail or email a newsworthy article that the local contact might be interested in. This contact is designed to strengthen your personal relationship and help you build rapport.
- ◆ Week 12: follow up again with another direct phone call.

These tight deadlines are to be followed with your most important key contacts. More flexible deadlines could be adopted for the rest of your network.

## 1.10 What does the local contact want from you?

Throughout the networking and partnering process, it is important to think about what local contacts want from you. Provide the local contact with additional contacts, references, information, or advice about potential partnership decisions.

A useful Internet tool for local contacts is International Trade Canada's site *Doing Business with Canada* ([www.doingbusinesswithcanada.gc.ca](http://www.doingbusinesswithcanada.gc.ca)). This web site includes a wealth of information on potential partnerships with Canadian organizations. Some of the market-specific information can be found in the elevator pitches of Appendix A. The site *Doing Business with Canada* also connects the local contacts with you. Should local contacts enter their company information and market interests on the site's "Our global network", their information will be integrated through Trio. Leads will be qualified through Trio and forwarded to you, if deemed to be a potential business opportunity.