



- ◆ to **establish the TCS** in general, and **yourself** (the trade commissioner) in particular, as a key resource for the company for doing business in your market. To do this, you need to identify yourself and establish a rapport by introducing potential opportunities for doing business in your market.

The following are two example scripts. Sample Script 1 is designed for situations where you have very little information on the target company. Sample Script 2 builds on some limited information which you possess. Both are designed as follow-ups to a previous written communication. These scripts are also included in Appendix A so you can easily detach them from the document.

Sample Script 1

[very little research/background information]

Hello, my name is [trade commissioner] from the Canadian [post name]. I'm calling to follow up on the e-mail/fax/letter I sent you a few days ago. As part of the Canadian Trade Commissioner Service, we help Canadian companies such as yours find business opportunities in [territory]. I would like to understand your needs in this market a little better, so we can help you in [territory]. Would you mind if I ask you a few questions?

As you learn about the company, ascertain how the TCS can provide assistance. End conversation with proposal to follow-up with action.

Note: do not use the term "survey" or phrase, "conducting a survey".

Sample Script 2

[some research/opportunity]

Hello, my name is [trade commissioner] from the Canadian [post name]. I'm calling to follow up on the e-mail/fax/letter I sent you a few days ago. As part of the Canadian Trade Commissioner Service, we help Canadian companies such as yours find business opportunities in [territory]. You indicated in your registration information with the Virtual Trade Commissioner that you are active in [neighbouring market]. As I am responsible for [your sector] in [territory], I think there may be some market opportunities for you to consider. Have you had any experience in [territory]?

Proceed with conversation and ascertain how TCS can assist this client. End conversation with proposal to follow-up with action.

Before you move on:

- ✓ Have you discussed expectations with each trade commissioner ?
- ✓ Has each trade commissioner established a contact schedule?
- ✓ Have trade commissioners identified company needs to which they can respond?
- ✓ Are trade commissioners tracking their contacts in TRIO?