



## Local contacts: the relationship-building cycle



This cycle summarizes how your network-building efforts will result in greater success for Canadian companies or investment efforts. The cycle starts with **identifying** local contacts, who are then **qualified** according to how they can serve the interests of our Canadian clients. When a Canadian company is identified with business interests that match those of a local contact you have **managed**, you will **introduce** these potential partners. You will then **manage** the partner success that results from the matchmaking. The cycle then continues with new local contacts, or the management of those that were previously identified.

When using a **proactive** approach (identifying local contacts, then matching them with Canadian companies), this cycle works clockwise.

When using **reactive** work (e.g. replying to specific enquiries from Canadian clients), local contacts are contacted according to the needs of the Canadian company.