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Services to businesses - Key Contact Search

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What it is:

- Assistance to the client in identifying people who can provide more market intelligence related to their request.
- A limited list of reputable contacts in the local market with whom your client can refine and implement a market-entry strategy.

What it is not:

- Unless specifically requested, it should not be a long list of companies taken from directories, databases, yellow pages, and the like, which might be useful but have not been verified.

A Key Contacts Search is a list of contacts in the client's target market that have the local knowledge clients need to refine and implement their market-entry strategy. This list can include:

- potential buyers and partners;
- agents and manufacturers' representatives;
- distributors and importers;
- consultants and accountants;
- government officials;
- associations and chambers of commerce;
- freight forwarders;
- lawyers and patent attorneys;
- technology sources; and
- financial institutions.

Let the client know beforehand if there are any charges for access to specialized databases.

What you need from the client:

A brief but clear answer to the following questions, obtained directly from the company, its Web site or WIN:

1. How do you plan to enter the market: export, license, joint venture or investment?
2. How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
3. Who are the end users of your product or service? Who do you sell to in Canada and abroad, and how?