



Segment	Example of Targeted Message with Key Benefit by Segment
<p>Winners interested, but not active, in your market (and active in neighbouring market)</p>	<p><i>Dear Company x:</i> <i>"In your registration with the TCS, your company indicated that you use an innovative package design effectively which positions an otherwise commodity product as a premium gift item. We notice that you are active in [neighbouring market] and would like very much to introduce you to some opportunities in this market as well....". The Trade Commissioner Service can help you take advantage of these opportunities by providing [relevant core service]....</i></p>
<p>Global Loners</p>	<p><i>Dear Company x:</i> <i>"In your registration with the TCS, your company indicated that you use an innovative package design effectively which positions an otherwise commodity product as a premium gift item. We notice that you are active in [neighbouring market] and would like very much to introduce you to some opportunities in this market as well...." "The Trade Commissioner Service can help you expand those exports by [relevant core service]....</i></p>

An example of a generic introductory e-mail/letter is provided in Appendix A. This letter can then be used as a basis to personalize and customize the approach, using the examples such as the one above.

4.2.2 The Script/Interview

Depending on individual levels of comfort with initiating telephone conversations or voice-mails, a script can be an important way of ensuring you get your key messages across. A script should never be read directly either on the phone or in a voice-mail message, as that alone can depersonalize the message in the same way as a generic form letter does in written communication. A script should serve only as a visual reminder of the key points, and the trade commissioner should let the conversation develop as quickly as possible.

The object of the telephone conversation is twofold:

- ♦ to determine **what the company needs** in order to do business in your market, as well as any barriers, which you may help overcome;

Successful Practice Example:

In phone conversations with contacts, several companies indicated they had trouble doing business in the market because they had an unsatisfactory relationship with their distributors, and/or they had language difficulties. At the client's request, the officers then initiated contacts with other local distributors and followed up with the client, providing new business opportunities.