

# WIN@Client!

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## Does WIN Exports have a client for you?

You bet. Companies recently registered in WIN are now carefully screened to identify qualified, serious clients. The companies selected have completed a profile that answers our mandatory questions using WIN's new form. These clients have expressed an interest in up to five markets and a particular interest in your market. To ensure that these are your potential clients, each profile is analysed by a trade commissioner at HQ. You will be notified whenever WIN has a client for you.

## What follow-up is needed with these companies?

First read their WIN profile and check their Web site.

*If the company is already active in your market...*

- Contact the company to introduce yourself and offer the six core services.
- Focus on the troubleshooting service, which may be of special interest to them, read the guidelines on HORIZONS and use the standard letters suggested.

- Inform them of upcoming special events that may be of interest to them.
- Notify the other posts that have been informed of this new WIN client.

*If the company is interested in your market, but not yet active in it...*

- Determine if there are opportunities for the company in your market.
- If opportunities exist, contact the company to introduce yourself and offer the six core services.
- Focus on market prospect.
- Notify the other posts that have been informed of this new WIN client.

# eService... What's in it for Program Managers?

**J**ohn is tired. It's almost midnight. He has just returned from a regional STC meeting, and is on a cab ride home from the airport. Unfortunately, he must go to the office first and check the situation at the consulate. John's day is not over.

**STOP. REWIND** that scene. John is on a cab ride home from the airport. He flicks on his mobile computing device and handles everything electronically.

**FAST FORWARD.** John is home sleeping soundly.

**STOP. REWIND** to the cab. The first item that catches his attention is a request from the Consul General to pull an officer off regular duties to handle a crisis. John quickly checks the workload module to review his officers' schedules and determines who should be "volunteered."

That done, he notices that Jane, a CO, is handling 12 core service requests with seven waiting. She's also expecting a group of Canadian business visitors this week. John fires off an e-mail to Peter, a CA, instructing him to help Jane as

much as possible in the next few days. The workload module allows John to make informed decisions, and emphasize teamwork over individual heroics.

John is pleased to see that his two COs have collectively planned three outcalls this week, in keeping with the post's proactive objectives. He clicks off the device knowing tomorrow's staff meeting will not be eaten up by a forced litany of staff activities. Instead, they'll have time to deal with other issues.