



Depending upon your chosen contact approach, you may need to develop a basic message template (written message), and/or short script (telephone, voice-mail). In addition, you may find it helpful to ask the company a series of questions to better understand their needs. You should also develop different messages for *at least* the three segment types (i.e. Winners active, Winners interested and Global Loners), as demonstrated in the table below.

4.2.1 The Written Message Template

Focus on the Benefit: why should the company interact with the Trade Commissioner Service? The key benefit, also known as the “Unique Selling Proposition” in marketing terms, must have a general component and a specific component. The general component includes benefits available to any client in dealing with the TCS. The specific component focuses on personalized information as to how the company can benefit from interacting with the TCS. Examples of the general component include:

- ◆ some key benefits of doing business with the TCS (corresponding to the six core services and the TCS’s value proposition of saving time and money for companies):
- ◆ understand the opportunities for your product in the market
- ◆ make and meet key contacts
- ◆ get important information prior to a business trip to the market
- ◆ get assistance with specific issues (e.g. product shipment stuck in customs)
- ◆ If there is an event in your market, in Canada, or any other opportunity to meet with this client, linking the contact to an event can help you gain a face-to-face meeting with the client where you can personally discuss the opportunities of doing business in your market.

The most successful contacts will build on the general component, but also will be as *personalized and individual* as possible, based upon your preliminary research. They will also likely use a different approach depending upon your targeted segment, as in the following example:

| Segment | Example of Targeted Message with Key Benefit by Segment |
|----------------------------------|--|
| Winners active in your market | <p>Dear Company x:</p> <p><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. In addition to [service provided], we can help you expand your exports in [our territory] by providing you with [services not used explained]</i></p> |