

The Canadian Trade Commissioner Service

Everywhere you do business



Trade Mission Toolkit

Josie Mousseau

Deputy Director

Foreign Affairs and International Trade Canada



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada 

Business Women in International Trade

- Information specific to women entrepreneurs, including access to support networks
- Promote government resources, events, and services
 - Annual Business Women in International Trade Newsletter
 - Website: www.businesswomenintrade.gc.ca
 - Outreach
- Increase awareness and understanding among regional offices and posts of:
 - the benefits of WEConnect certification
 - the role of U.S. supplier diversity programs in helping Canadian businesswomen secure contracts with Fortune 500 companies
- Organize delegations of Canadian businesswomen to attend trade missions that offer increased access to procurement opportunities

Trade Mission Toolkit

- **Pre-Event**

- Doing your homework
- Should you exhibit?

- **At the Event**

- Networking
- Elevator pitch
- Delivering your message

- **Post Event**

- Following up on leads



Pre-Event: Do your homework

- Who's your competition?
- Is your company ready to sign a contract?
- Financing required?
- How's your promotional material?
- Do you have your elevator pitch ready?
- **Most Important: Research, Research, Research!**

Pre-Event: Should you exhibit?

- **Step 1:** Identify corporations that would be interested in your product or service
- **Step 2:** Assess target markets
- **Step 3:** Do you have the resources?
- **Step 4:** Draw Conclusions

Sample of Exhibitors

- Allstate Insurance
- Best Buy
- Campbell Soup Company
- Colgate-Palmolive
- Ernst & Young LLP
- General Mills
- J.C. Penney Company, Inc.
- Johnson & Johnson
- Macy's
- McCain Foods USA Inc
- MGM Resorts International
- Pfizer Inc.
- Staples, Inc.
- Target
- The Procter & Gamble Company
- Walgreens

At the Event: Elevator pitch

***Remember, no longer than 30 seconds!**

Your pitch should answer the following questions:

- What is your company?
- What does your company do?
- Whom does your company do it for?
- Why do they care? / What's in it for them?
- Why is your company different?

Example of Toolkit Templates: *Develop your elevator pitch*

- Write a sentence that describes **who you are, what you do**, and be specific.
 - The key is to give some insight into both your approach and the type of value you deliver.
“My name is X. My company is called X. We help businesses/consumers xxx (or We are experts at xxx, or, We produce xx).”
- Now, write a single sentence that describes **why you are the best** at what you do, and be specific.
 - The key here is to differentiate yourself from the competition. What makes you so special?
“Our widgets make it faster and easier for users to get the job of furniture refinishing done.”
Or *“Our products not only make it easy for users to refinish furniture, but they do it cleanly and are more environmentally friendly than any in their class.”*
- Now write down why you're the best. What is your unique selling proposition?
- Next is the **call to action**.
 - A pitch should engage the listener and get them to take an action – any action – that puts him or her on a trajectory to do what you want.
“I will be sure to send you more specific information about what I can do for you. Do you want to contact me? Or “There is a

At the Event

Being Distinctive and informative

- **Business cards** should be professionally designed and of high quality
- **Brochures** should be:
 - Informative and easy to read, highlighting your uniqueness
 - Professionally designed and printed
 - Using customer testimonials to show that your company is highly recommended

Post Event

Follow up on leads

- Immediately acknowledge contacts you met at the show with an e-mail, fax or call
- Send your most important prospects the materials requested within one week of the conference
- Track these leads
- Follow up **OFTEN**

| Company | Contact Name | Phone Number | Email | Key Points for Follow up |
|---------|--------------|--------------|-------|--------------------------|
| | | | | |
| | | | | |

Promotional materials

- Redesign marketing materials/packaging
- Translation

WBENC 2011 National Conference and Business Fair, June 20-23, 2011, Las Vegas, NV

- **Registration:** www.wbenc.org/wbencconf/
 - US\$699.00
 - Exhibition booth includes 2 full registrations + 10x10 booth US\$1500 for certified WBEs
- **Hotel:** Mandalay Bay, Las Vegas (all suites)
- **Meeting Rooms** booked for your convenience during the conference
- **Travel plans:** Canadian educational briefing scheduled for June 20, 2011 at the Mandalay Bay Resort and



Josie L. Mousseau

Deputy Director

Foreign Affairs and International Trade Canada

613-943-4556

josie.mousseau@international.gc.ca