

Foreign Affairs and International Trade Canada
WEConnect Canada
Webinar: How to Succeed at WBENC
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Compelling Follow-up Communications to Create Valued Connections



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IT AIN'T OVER 'CAUSE IT'S OVER

“Only 10% follow up...and when they do, they don't do it consistently.”

*Corporate
Supplier Diversity
Manager*



Recommendations

- Make a Plan
 - Respond in timely fashion
 - Send what you promised, when you say you will
 - Refer to key conversation points on business cards



Recommendations

- Make follow-up manageable
 - Focus on the best prospects
 - 3 or 4 companies?
- Keep track
 - Use your conference contact spreadsheet



Recommendations

Follow-up Template

It was a pleasure meeting you at the WBENC conference in Las Vegas last week.

[insert a personal note about something shared] e.g.. I particularly enjoyed our conversation over lunch about xxxx.]

[insert anything promised] e.g.. I am attaching my Capability Statement, which you had indicated you would pass on to your procurement staff.

[insert next steps] e.g.. As discussed, I will follow up with you in two weeks to get feedback from you.

Once again, it was great to meet and I look forward to connecting with you shortly.



Who is Your Prospect?

- Follow up with *ALL* your prospects
 - Fellow WBEs
 - Tier 2 suppliers



Connection Ideas

- Pass on valuable info
- 10-slide PowerPoint presentation
- Work samples, client list, references
- Email campaign (e-newsletter)



**It takes time. Be patient but persistent.
Stay on the radar with regular
communication that will keep you top of
mind.**



Other Events

- WEConnect Knowledge Transfer,
- November 7 and November 8, 2011
- www.weconnectcanada.org



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