

## Time is Money

In the services business, time is the most precious and perishable commodity. How can you maximize your valuable time pursuing international business?

In foreign markets, business is conducted at a different pace than it is in North America. The clock seems to tick more slowly as your valuable marketing dollars fly out the window. Whether your available time is 1 minute, 1 hour, or 1 week... make sure that time is on your side.

According to your sector and the magnitude of your project, the strategies outlined below will vary. Try customizing these suggestions to your particular business environment.

How can you maximize your valuable time pursuing international business		
Time	Opportunity	Strategy
<b>1 minute</b>	Networking	<ul style="list-style-type: none"> <li>• Elevator Pitch</li> <li>• What does your firm do?</li> <li>• What is unique about your company?</li> <li>• What is your value proposition?</li> </ul>
<b>1 hour</b>	Meeting/Presentation	<ul style="list-style-type: none"> <li>• Validate needs</li> <li>• Match your solution to the needs</li> <li>• Propose follow-up activity</li> </ul>
<b>1 day</b>	Post-meeting	<ul style="list-style-type: none"> <li>• Thank client for their time.</li> <li>• Re-confirm discussion, validate need and review plan of action.</li> </ul>
<b>1 week</b>	Follow-up	<ul style="list-style-type: none"> <li>• Present proposal or forward information which was suggested as the follow-up action item.</li> <li>• Follow-up at weekly intervals, or within reason.</li> </ul>
<b>1 month</b>	Secure project	<ul style="list-style-type: none"> <li>• Within a month of the meeting is the best time to ascertain the possibility of securing a business opportunity.</li> <li>• Find innovative ways of staying in touch.</li> </ul>
<b>1 year</b>	Relationship Marketing	<ul style="list-style-type: none"> <li>• Establish regular contact to maintain a strong client relationship</li> <li>• After the project is over, continue to share information, new trends, new developments at least once and preferably twice a year.</li> </ul>