

Before We Start....

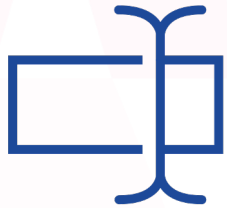


You can mute and unmute yourself throughout the session

Phone: Press *6
Computer: ALT+A



If you wish to speak, please use the “raised hand” icon in your Zoom toolbar and the moderator will unmute you.



Hover over your name and click “More” to rename yourself to:
First name – Company Name



Click on the **Chat** icon if you have any technical issues



We strongly encourage you to keep your video on during the session.



Tweet about the session:
[@HalifaxChamber](#)
[@NSBI](#) [@ONBCanada](#)
[@Innovation_PEI](#) [@IET_GovNL](#)
[#TAPAtlantic](#) [#TAPCanada](#)

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



ATLANTIC – TAP DIGITAL 2021

Day 7 – November 3, 2021

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



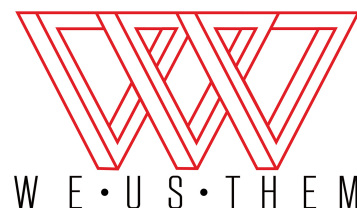


ATLANTIC – TAP DIGITAL

PARTNERS



KUEHNE+NAGEL



NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS





DISCUSSION: Approaching New Potential Prospects

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





DISCUSSION

THE APPROACH PROCESS

1. Call them on the phone?
2. Follow up with email and one-sheet attachment
3. Call them again, tell them you're planning a visit
4. Listen for level of interest
5. Plan your trip
6. Go and visit them!

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS





DISCUSSION:

Managing International Distribution Channels

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





DISCUSSION

MANAGING INTERNATIONAL (SALES) DISTRIBUTION CHANNELS

1. Identifying: Sources to find them
2. Selecting: Key attributes they should have
3. Setting up: Equipping them (if they fail...)
4. Supporting: Helping them succeed
5. Motivating: Who is your REAL competition?
6. Monitoring: Hitting the targets you set together

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS





TOP 10 INTERNATIONAL BUSINESS PRIORITIES

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



10 INTERNATIONAL BUSINESS PRIORITIES



1. Define your customer... with a magnifying glass!
2. Know your value proposition – with mathematical cost justification whenever possible (both products and services)
3. Tell a story that resonates with customers (especially services)
4. Develop relationships based on trust & respect
5. Use the Maple Leaf to your advantage
6. Tie benefits to the buying motivators you uncover during conversations
7. State prices with confidence, looking them straight in the eye
8. Ask lots of questions that lead to knowledge and empathy for their situation – listen 2/3 of the time
9. Follow up quickly and thoroughly
10. Be flexible – make it easy for partners to do business with you!

And remember... people do business with their friends... So GO FULL THROTTLE and HAVE FUN with your business partners!

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

Q & A

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

BREAK

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER



PROGRAM CREATORS





HOW TO DESIGN & IMPLEMENT AN EFFECTIVE ACTION PLAN KPIs AND CONTROL MECHANISMS BOTREE INC Teena Sauve

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS





How to Design + Implement an Effective Strategy Plan

And Evaluate Using KPIs +
Control Mechanisms



In one word, describe the most important element to building strategy.



"Give me six hours to chop
down a tree and I will spend the
first four sharpening the axe"

- Abraham Lincoln -





Strategic Planning

Using a [template](#) allows you to think through the details thoroughly while also seeing how they impact each other.

Strategic Thinking



Where I stand with this account:	Great - Good - Bad - Worried
Where my customer stands:	Trouble - Status Quo - Growth

Customer Goal for Market Share:
My Company's Share of Wallet:

Strategy

3 Year Plan:
Measurable Outcome:
Measurable Outcome:

Current Year Plan:
Measurable Outcome:
Measurable Outcome:

Resources I will leverage as I fill gaps...

What	From Where	How

Competitors

Who	Strength	Weakness

Opportunity:

Customer	My Company	Market

Guiding questions to fill unknowns:

1
2
3

Customer

Name:	Email:	Past Relationship:
Date:	Phone:	
Key Drivers:		
Touch Points:		

Decision Maker	Sway	Info Giver

S	W	O	T

Notes:

Environment

Remember PEST (Political, Economic, Social, Technical)

Vision Alignment:	Hurdles	Neutralize
Industry Norms:		
Market for Share:		

Goals

Goal:

Milestone:	Milestone:	Milestone:
Tactics:	Tactics:	Tactics:
Adjustment:	Adjustment:	Adjustment:

Unknowns to Uncover:

1	4	7
2	5	8
3	6	9



Rank the elements of strategy building you were overlooking (1 being the most overlooked and 5 being regularly thought of)

Setting aside ample time to regularly build strategy

Researching details around clients and competitors to help you determine tactics

Identifying questions, barriers and unknowns you need to have a plan for

Use SWOT and PEST to understand the context

Linking short + long term goals including tactics and metrics to evaluate



To reach your goal...

- Think of clear milestones
- Concrete actions you can take
- Plan for resources and conversations
- Reflect on whether you reach the milestone before you move on
- Make adjustments given new knowledge (e.g. you find out Customer X subscribed to _____ magazine so use an article as a resource in your next conversation)

Linking Goals



What will you now put more focus on when building strategy in the future?



Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app



 Botree

These are your roots, it's time to grow.

TRADE ACCELERATOR PROGRAM

TAP



CANADA'S
TRADE
ACCELERATOR
PROGRAM

Q & A

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER



PROGRAM CREATORS



WORLD TRADE CENTRE
TORONTO



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

BREAK

NATIONAL PARTNERS



AIR CANADA
CARGO



PROGRAM CREATORS



TORONTO
REGION
BOARD OF TRADE



WORLD TRADE CENTRE
TORONTO

n | s | b | i
Nova Scotia Business Inc.

HALIFAX
CHAMBER OF
COMMERCE

TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

THE HUDDLE - WHAT KEEPS YOU UP AT NIGHT?

NATIONAL PARTNERS



PROGRAM CREATORS





THE HUDDLE

1. Share your best business advice
2. What keeps you up at night?

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS



TRADE ACCELERATOR PROGRAM



CANADA'S
TRADE
ACCELERATOR
PROGRAM

SURVEY – DAY 7

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



WORLD TRADE CENTRE
TORONTO





EXPORT PLAN FOCUS

Action Planning, Executive Summary and the Final Plan

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



Next Steps

- Resource Day – November 8, 2021
- Your Final Export Plan is **Due November 12, 2021**
 - Submit via **email to** Tap@halifaxchamber.com
- Mentors will review plans between November 15-26, 2021
- 1:1 Mentor Meetings: **November 30 & December 1**
via Zoom 9am – 1pm
 - Your mentor meeting schedule will be sent to you shortly

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



PROGRAM CREATORS

