



# Investment Attraction Training

WHITE PAPER

# Training Overview & Objectives

Investment attraction training provides economic development professionals with the tools and knowledge they need to succeed in attracting foreign direct investment. ResearchFDI's Investment Attraction Training Programs are designed specifically for economic development and investment attraction professionals who want to improve their ability to attract foreign direct investment (FDI) and inward investment projects.

To meet the unique needs of our different clients, ResearchFDI Investment Attraction Training Programs are adaptable and scalable to meet the specific requirements and capabilities of any organization. The following is a sample of a Training Program that was completed in 2022 to aid our client in better understanding the Investment Generation Project Cycle and the best practices within its various processes.

This Investment Attraction Training Program was divided into three separate modules: Module 1: Intelligence Gathering & Market Research, Module 2: Outreach Process, and Module 3: Lead Nurturing and Aftercare, each covering crucial aspects of the investment generation project cycle, all of which came together to provide the client and their employees with a clear understanding of the processes within the investment generation project cycle and the skills of industry best practices.

## Training Objectives:

- ▶ Understand the drivers of expansion, investment trends and targeting criteria and **learn how to identify the most promising target markets, locations and companies to reach out to**,
- ▶ Develop a deep understanding of the outreach process and develop the skills to effectively communicate the region's value proposition starting from cold outreach to closing the deal
- ▶ Learn how to effectively nurture an investment lead and understand the different after-care techniques and the best practices to retain investments and encourage existing regional companies to re-invest.

**Disclaimer:** This report contains information that has been gathered and researched from sources that are believed to be reliable and written in good faith. ResearchFDI cannot be held liable for data that may not be accurate, complete, or current; or for data that is derived from internet pages/sources that ResearchFDI does not have any control over. There is no legal or juridical character to the information in this report unless specifically stated.

# Module 1: Intelligence Gathering & Market Research

Learning how to identify the target markets, locations and companies to reach out to.

This module will aid participants in understanding what site selectors and prospects are looking for and the practises for reaching them, as well as how much time should be spent working with site selectors vs directly with businesses.

## Expansion Drivers

1

### Resource Drivers

Investment occurs due to natural resources such as minerals, raw materials, and agricultural products.

2

### Market Drivers

Investment into markets previously served by exports, or into closed markets protected by high import or other barriers.

3

### Efficiency Drivers

Investments made into rationalized or integrated operations leading to cross-border product or process specialization.

4

### Asset Drivers

Acquisitions and alliances to promote long-term corporate objectives.

## Investment Trends

While investment trends can fluctuate annually, the following four trends have proven to be consistent influences on prospects decision making.



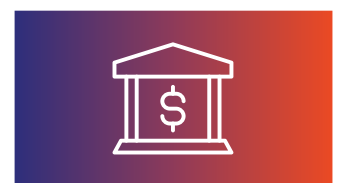
Manufacturing



Efficiency Seeking



Strategic Partnerships



Sales Subsidiaries





## Targeting Criteria

While each prospect and company will have unique interests and needs, the following often serves as the basic criteria for targeting purposes.

	<p><b>Track Record</b> Company has experience with foreign direct investment or domestic expansion projects and has completed a project within the last five years.</p>	<p><b>M&amp;A Activity</b> M&amp;A are generally well documented in media and can lead to subsequent expansions in the region after the acquisition takes place. competitiveness.</p>	<p><b>Recent Expansions</b> Companies tend to use the same strategies to expand into new markets. Therefore, a company that grows through greenfield expansion is likely to continue to execute a similar strategy in new markets.</p>
<p><b>Market Access</b> Company has an obvious market in your region due to the presence of original equipment manufacturers.</p>	<p><b>Product Launch</b> Companies launching new products on a regular basis may require additional manufacturing or distribution. Service companies need to establish their market share quickly in order to build momentum</p>	<p><b>New Funding</b> Companies funded by VC or other capital sources are required to show quick revenue growth therefore market expansion may be an important tool to quickly increase revenue and market share</p>	<p><b>R&amp;D Activity</b> Companies that invest in R&amp;D require highly qualified labour. Access to universities and talent can assist in ensuring a diverse set of skills and resources to take advantage of and ensure competitiveness.</p>

## Target List Development

Developing a target list enables you to focus your time where it matters most. The best practices for list development purposes involve a number of different factors that should all be utilized to identify the most promising prospects.

 <p><b>Target Pool</b> Initial market sizing based on target sectors and regions to determine total number of potential companies in your initial target pool</p>	 <p><b>Exclusion</b> Excluding companies that do not fit your marketing goals based on secondary research such as global locations, news, recent expansions etc.</p>	 <p><b>Prioritization</b> Prioritizing companies based on growth factors, their existing track record, regions that they are currently located in, connections to your region, etc</p>	 <p><b>Contacts</b> Identifying appropriate contacts within the priority companies and creating customized messaging for them</p>
--	---	--	--

# Module 2: Outreach Process

Learning how to effectively communicate the region’s value proposition starting from cold outreach to closing the deal.

This module will provide participants with a blueprint for analyzing a company’s needs and how to best address them during the initial follow-up phases.

## Inbound vs Outbound Outreach

Before you can even begin the outreach process it is essential that you have a strong understanding of the difference between inbound and outbound outreach.

Inbound sales processes are initiated by the prospect, such as a potential customer reaching out to inquire about a service, while outbound sales are initiated by sales representatives contacting the prospect first.

Inbound	Outbound
<i>SEO</i>	<i>Cold Calls</i>
<i>Blogging</i>	<i>Billboards</i>
<i>Social Media Posts</i>	<i>Newspaper &amp; Magazine Ads</i>
<i>Case Studies &amp; Whitepapers &amp; Ebooks</i>	<i>Commercials</i>
<i>Newsletter / Content Offers</i>	<i>PPC Ads</i>
<i>Webinar</i>	<i>Direct Email &amp; Mass Email Blasts</i>
<i>Podcasting &amp; Video</i>	<i>Social Media Outreach</i>

## Multi-Channel Outreach

Adopting a multi-channel outreach strategy will maximize your reach.

### Email

Cold email gives you direct access to a decision maker’s inbox. It’s one of the most powerful sales channels and can consistently deliver a 10-20% response rate if the proper techniques are used.



### Phone

Cold calling is one of the most underutilized outreach channels today but using it as part of a multi-channel campaign can be very successful.




### Social Media

LinkedIn is the perfect social media platform to include in your multi-channel sales outreach.



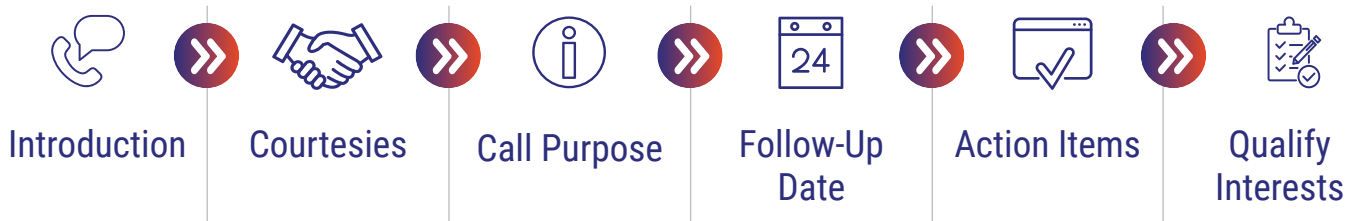
## Effective Emailing

Cold email allows you to directly access a decision maker’s inbox. This is an invaluable tool when you are trying to connect with a prospect. Utilizing the following tips will ensure that your email communication is concise, accessible and easily digestible.

	<b>Subject Line</b> Keep it short and enticing. The goal is to pique their interest, not to sound like a used car salesman.	<b>Opening Line</b> Clearly identify yourself, the organization and the reason for your outreach.
<b>Closing or Call to Action</b> A good closing at the end of our email will give our prospect a clear path to action.	<b>Body Copy</b> The body copy of your email should convey value by connecting you to your prospect. Avoid generic value props.	<b>Signature</b> The email signature should not be a distraction nor a source of cliché inspiration.








## Cold Calling

Cold calling allows you to quickly gain the attention of a prospect while establishing a more intimate connection with the person you are calling. However, cold calling can be overwhelming for your prospect if you are not following the best practices, this includes utilizing call phases as a blueprint for all your cold calls to enhance communication.



## Social Media

Social Media platforms such as LinkedIn are an amazing outreach tool, to ensure you are utilizing these platforms to their full potential, it is crucial that your profile is client facing and encourages engagement from prospects.

 <b>Tips for creating a client facing profile</b>	
 Create a profile and cover photo people want to see.	 Simplify previous work experience and titles.
 Stand out with your headline.	 Post content regularly.
 Make your summary client/job facing.	 Engage with others.

# Module 3: Lead Nurturing & Aftercare

Learning how to effectively nurture an investment lead and maximize the chances of landing on the site selection shortlist.

This module will outline the different after-care techniques to participants that will empower your organization to retain investments and encourage existing regional companies to re-invest.

## Lead Nurturing vs Aftercare

Lead nurturing and aftercare are both essential steps in the investment attraction process, as such it is crucial to understand both processes and when each should be used. Adopting successful lead nurturing and aftercare practices will increase the likelihood of retaining investments and encouraging re-investments.

Lead Nurturing	Aftercare
<ul style="list-style-type: none"> <li>Lead nurturing is the process of engaging investors by providing relevant information after meeting, and positioning your region as the best choice for expansion</li> <li>Phase in the investment generation process</li> </ul>	<ul style="list-style-type: none"> <li>Aftercare is the process of promptly following-up with an investor after a site visit, providing all requested information accurately and in a timely manner</li> <li>Phase in the investment servicing process</li> </ul>

## Lead Nurturing 101



### Educate

Provide insights and enable prospects to navigate unseen pitfalls.



### Inform

Guide your prospects how to make better decisions and advance their initiatives.



### Engage

Share relevant content, engage with your prospect and continue the conversation.



### Site Visit

Be clear about how your prospects can engage with you and how to start the process.

## Lead Nurturing Campaigns

There are three core types of lead nurturing campaigns, to retain investments and maximize the chances of re-investment, you must choose the campaign type best suited to match your needs.



### Active Funnel Campaign

Focus on the leads that have the highest chance of being converted into site visits.



### Education Campaigns

Challenges your leads to consider the benefits of your region.



### Engagement Campaigns

Keep your region “top of mind” for leads & prevent them from engaging with competition.

## Company Vist Reports

Developing company vist reports not only maximizes your regions chances of landing on the site selection shortlist, but also gives you the opportunity to evaluate your region through the eyes of the prospect, allowing you to better see where your region stands and where it is possible to improve. The following steps provide a blueprint to develop a company visit report.

**1 Purpose of the Report**  
Summarize information gathered during the visit.

**2 What to include**  
Real Estate needs, Financial resources & Employee requirements.

**3 Ranking**  
Rank the factors in order of importance to the company.

**4 Ranking your location**  
Focus on the factors of highest importance to the company.

**5 Address Deficits**  
Be proactive and address any known deficits and provide solutions.

**6 Team Approach**  
Use your team/partners and elected officials as needed in order to win.

## Aftercare 101



### Ensuring Follow Through

The most important activities in the post-visit period are follow-up, follow-up, and follow-up.



### Assembling the Development Package

Include an itemization of the incentives and other benefits that your location offers a company in exchange for its investment.



### Handling Additional Requests

Companies in the late stages of the decision-making process, or companies that have decided to invest, need further “handholding



### Involving Government Officials

A minister can be the regions most influential salesperson.



# Conclusion & Results

ResearchFDI's Investment Attraction Training Program was designed alongside our client, specifically for their economic development and investment attraction professionals, with the aim of improving their ability to attract foreign direct investment (FDI) and inward investment projects.

This Investment Attraction Training Program was created through identifying the gaps in knowledge within the client's organization and designing interactive modules that would facilitate skill building to address these gaps. By focusing on these gaps in knowledge, ResearchFDI was able to design a three module training program that provided participants with a clear understanding of the processes within the investment generation project cycle that addressed the areas most critical to their organization and facilitated skill building to reflect the industry best practices.

## Key results:

- ▶ Developed a unique Investment Attraction Training Program that targetted the needs and knowledge gaps of the client,
- ▶ Provided participants with a clear understanding of the investment generation project cycle,
- ▶ Faciliated skill building to reflect the industry best practices,
- ▶ Provided participants with the needed skills and knowledge to feel confident in their investment attraction efforts.

ResearchFDI is a specialized market research firm that works with economic development organizations and regional promotion agencies to identify and capture direct investment opportunities. Whether your goal is to learn more about existing trends, promote your region's strength or secure new corporate investment, **ResearchFDI has the solution for you.**

## GET IN TOUCH

Discover more about our services, and stay informed on the latest economic development and investment attraction news by getting in touch with us today!



1980 Sherbrook St. W., Suite 888.  
Montreal, QC, Canada H3H 1E8



(514) 488 3168



info@researchfdi.com



<http://www.researchfdi.com>



ResearchFDI



@ResearchFDI



**RESEARCHFDI**  
INVESTMENT ATTRACTION