



7.0 GETTING YOUR MESSAGE ACROSS

It is important to be clear about the intended audience at every stage in developing the materials you will take with you. On your first visit you will probably not be dealing with top management, but with middle management or technical or financial analysts. They will have likely been delegated responsibility to assess your proposals, but in most cases will not have the authority to make decisions or do anything more than refer your proposal to the decision-makers or board of directors.

7.1 AN ATTRACTIVE AND COMPREHENSIVE BUSINESS PLAN

Your proposal should be sufficiently attractive and self-contained that the individual with whom you are meeting will not only fully understand it, but will be confident in supporting it.

7.2 A MESSAGE WHICH SPEAKS FOR ITSELF

Think of the materials you bring to the meeting as a sales kit for your contact to use later in sending your proposal up the chain of command. Remember that you cannot expect your proposal to have the kind of support it would enjoy if you were doing the job personally. Make sure that each item fully communicates your message. Many larger companies, particularly in the U.S., Europe and Asia, are routinely approached by companies seeking to gain their interest. Your proposal is, therefore, in a competitive environment. It is vital to make it as professional, attractive and comprehensive as possible.

7.3 THE LANGUAGE OF YOUR POTENTIAL INVESTMENT PARTNER

Can you provide information in your potential investment partner's first language? The most successful of your competitors do so. While it is often true that the President or C.E.O. of the company is able to communicate in English or French, the people who initially review your proposal may have limited linguistic abilities.

- *It is good practice, therefore, for your written materials to be in the first language of your potential investment partners. Quality is essential, so do not "scrimp" on translation costs.*
- *Check with particular care the meaning and acceptability of your brand name and logo in the language and culture of the country you expect to visit. Specifically, make sure that it does not inadvertently have negative, offensive or comic connotations.*

