



Step 4— Make the outcall

Remember these key points while at the outcall meeting.

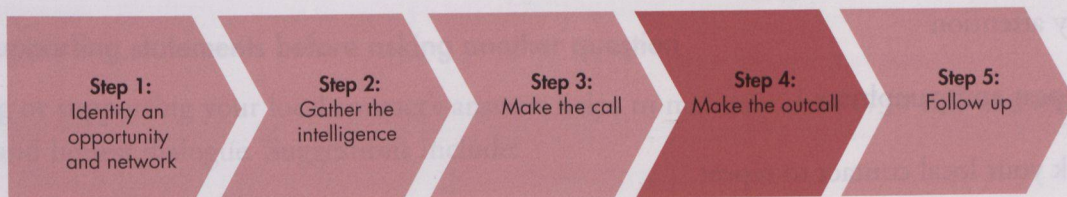
PREPARING THE OUTCALL - Have you...

- ✓ Prepared the questions you will ask?
- ✓ Confirmed the date, time and location of the meeting?
- ✓ Sent a short personalized note to your local contacts thanking them for their time on the phone (if the phone conversation was extensive)?
- ✓ Determined what marketing material you will take?

DOING THE OUTCALL - Have you...

- ✓ Clearly and politely identified that you are with the Embassy of Canada*?
- ✓ Used an elevator pitch for the TCS? In other words, have you explained briefly who we are and what we do?
- ✓ Thanked the local contacts for their time and confirmed how long the meeting will be? Gain their agreement on this.
- ✓ Confirmed the meeting's agenda and gained agreement that the local contact wants to address these issues?
- ✓ Confirmed that at the end of the meeting you and the local contact will decide together what the next steps are? (if any)

*Note: consider using the Trade Commissioner Service or the Government of Canada instead of the Embassy of Canada, depending on your audience.



Step 1:
Identify an
opportunity
and network

Step 2:
Gather the
intelligence

Step 3:
Make the call

Step 4:
Make the outcall

Step 5:
Follow up