



- Recent industry/sectoral news, mergers, main competitors;
- Key executives;
- Is the company a SME?

### 5.3 Thank you letters and follow-up messages

Thank you letters are an essential component of proper relationship building. Immediately following the initial telephone conversation, face-to-face meeting, or a discussion at a networking event, you should send a thank you letter to the local contacts.

The letter should be brief, handwritten, personalized, and preferably sent by mail. When sending a letter by mail, you demonstrate that you value your relationship with the local contacts, as you went through more steps than merely sending an e-mail. Moreover, correspondence material with the TCS logo adds prestige to your communication.

Once this thank you letter has been sent, a follow-up letter should be sent to include the main discussion points and meeting confirmation dates and times (if relevant), as well as the information you may have promised during your meeting. This is almost always the case for investment outcalls, and happens very often for trade promotion related outcalls. For instance, the questions asked for investment are so specific that answers have to be obtained through many Canadian networks, including the Investment Branch, provinces, research centres, consultants and municipalities.

The follow-up letter is important as it secures the new relationship and reminds the local contacts of the key points of the discussion.

### 5.4 Acting on the outcall

When you have conducted and documented the outcall, you will need to manage the resulting opportunity for Canadian companies. It may be a direct opportunity, leading you to introduce the potential partners in the short-term. The outcall may also serve as the basis for an opportunity at a later date, which will require further development before it is pursued. Regardless, you will be fully involved in the relationship-business cycle that has the ultimate objective of managing and celebrating the success of both partners.

In the meantime, you will have to ensure that you continue to manage your local contacts network, creating more opportunities for Canadian companies – and thus maximizing your relationship-building abilities.