



2. The follow-up—Example: *“Hello, Mr X. This is John Doe from the Embassy of Canada. I promised to call you back today and I am sorry we missed each other. As I mentioned before, Paul Smith from (local company) was really hoping that we would be able to connect. I will try you again on (date) and (time).”*

Again, it is critical that you call back exactly when you said you would. Anything else would result in diminishing your credibility, and the risk of losing your local contact's trust.

3. One last attempt—Example: *“Hello, Mr X. This is John Doe from the Embassy of Canada calling, as a follow-up to my messages. It is unfortunate that we have not yet been able to touch base. If you would not mind letting me know how or when I can reach you, it would be greatly appreciated. I promised Paul Smith from (local company) I would be in touch with you, and that I would get back to him about our conversation.”*

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

3.9 How to handle objections

Hesitation, objections and questions about the TCS can only come from real decision makers. They constitute a natural response from any serious buyer about to engage in a substantial investment.

Although hesitation is a natural part of an executive's decision-making process, most people do not recognize why it happens and react poorly. In order to avoid this, look for ways to reduce the possibility of hesitation. Be the first to raise questions or objections, especially those that you encounter often. For example, if you know that the geographic location of Canada is an issue for companies in your local market, you might suggest the following to your local contact:

“I appreciate all the information you have provided regarding your project and based on what you have said, I think we can find Canadian companies that may be able to help you. However, I want to tell you up front that many people in this market have expressed a concern about doing business with Canada because it is located in North America rather than a closer location. Let me explain how your concerns can be addressed...”

Ignoring objections can lead you to revert to negative communications, in which you might stop asking questions or take a defensive position. Remember, your prospect's hesitation is just a defence mechanism to protect the company against the risk of making a wrong decision. Your job is to help your local contact discover that engaging in dialogue with you is the right decision.