



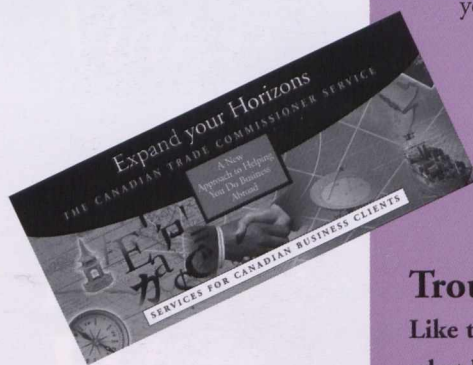
## Face-to-face Briefing

**A service we have always done and will continue to do!**

- Q.** Do I have to agree to see a Canadian company when all I can provide is information already available on our post's Web site?
- A.** Yes. The face-to-face briefing is a core service that we offer to clients who request it. It is an excellent occasion to obtain and confirm your market intelligence. However, this can-

not be a one-way transaction. You should aim to provide added value to the client so that they will also get something out of the meeting. When both sides see advantages, it strengthens the possibility that a long-term relationship can be established. It could also mean that we might stop complaining that:

*“they don't come to see us anymore.”*



## Troubleshooting

**Like the name implies, what do we target? And what kind of tools or pressure should we use?**

- Q.** If troubleshooting is a core service that all posts must provide, why do the guidelines indicate that it is up to the post to decide whether or not to intervene?
- A.** You are the best person to judge the merit of a case. We do not promise our client that we will intervene; we tell them to call us for help. Sometimes that help is limited simply to providing advice or names of third party service providers. In all cases where posts decide to

intervene, you should clearly advise the client that you cannot guarantee a favourable outcome.

- Q.** Do I always have to check with the Post Support Unit on troubleshooting cases?
- A.** No. As with any other issue, posts do not have to check with the Post Support Unit. We have provided guidelines on Horizons, which posts may want to access. In addition, in most troubleshooting cases, the best source of advice is often your geographical bureau, which the Post Support Unit would normally consult anyway. In some cases, posts have

• The Trade Commissioner

<http://intranet>.

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