# Face-to-face Briefing
and Troubleshooting

This is the fourth in a series of articles designed to explain the TCS services.

Q. Is there something new I should know about providing a face-to-face briefing?

A. Remember that since we are asking our clients to research and select their markets, we have to be ready to meet with those clients who are better prepared and whose expectations will be heightened. As somebody wrote about customers who now go to car dealers after researching the extensive data available on the Internet:

"Car dealing has not changed in 80 years – until now. These customers are savvier, they have so much data at their fingertips, they know what's out there…The upside for the dealer is that Internet consumers don't want to be sold things, they want to buy things. By the time they set foot in the dealer's door, they are ready to buy." Car Sales Revolution, Asia Inc Vol.8 No. 4, April 1999

Perhaps we can see a parallel in the way we will be dealing with our own clients from now on.
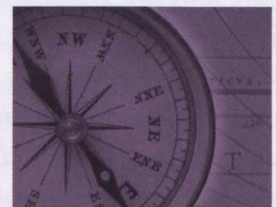
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consulted the PSU to ensure our support if a client has complained about the service rendered by the post.

• Troubleshooting Tip •

Some officers have found it useful to ask the company to put in writing a small summary of the background, and a description of the problem and the action requested from the post. They have found that this helps to manage expectations.

Troubleshooting Case Study

Four years ago, during the Team Canada mission with the Prime Minister, a reputable software developer, Fictitious Company Inc., signed two software licensing agreements with two foreign companies. All software sold is subject to a royalty fee payable to Fictitious Company Inc.

The company's president feels that a company located in your market is not respecting the terms and conditions of its licensing agreement, but he is unable to prove it. They ask you to call your best contacts in the industry to find out what the problem is with the company. What do you do? See the "cases" section in Horizons for a suggested approach.