



### Best practices to make a local contact feel comfortable

- ◆ If the local contact is extremely focused on profitability, you should make your most pertinent points concise and brief.
- ◆ If the local contact wants to continue with small talk, you should oblige as well.
- ◆ Generally speaking, you should always adapt your style and pace to the expectations and the business culture of the local contact.

## 4.5 At the end of the outcall

While still on-site, take care to end the meeting by:

- ◆ Thanking the local contact for his/her time;
- ◆ Reviewing the action items;
- ◆ Agreeing on the next steps and responsibilities including scheduling additional meetings;
- ◆ Leaving appropriate literature for the local contact and senior management;
- ◆ Agreeing to provide other sources of information requested by the local contact; and
- ◆ Discussing the best way for future communication.

Once the meeting is over and you are back in the office, you should:

- ◆ Send the local contact a thank-you letter containing a review of the meeting and value-added content that the contact would find useful;
- ◆ Research any outstanding questions raised by the local contact that could not be answered during the interview;
- ◆ Call, write or email (whichever option is best for the local contact) with answers to all previously unanswered questions; and
- ◆ Follow up when agreed to and confirm the next meeting.

### 5. Company profile:

- ◆ Brief summary of company's business lines and current conditions;
- ◆ Annual report or corporate brochure;