

3. If it's useful, and if time permits, arrange for a debriefing at the end of the client's visit. Use the debriefing to evaluate and provide advice about the client's market strategy. You can also adjust the post's understanding of the market and identify follow-up actions.
4. Clients will sometimes arrive at the post unannounced. When this happens, have someone meet them briefly. Use your judgement in determining how much time to devote to the meeting. Keep in mind that a client (except a business tourist) visiting a market has usually shown a commitment.

**Average time you should spend:**

- About an hour, depending on the complexity of the market and the client's experience in it. Any further efforts should be proportional to your assessment of the client's market potential.