



- ◆ “Good question...”
- ◆ “That is an important point...”
- ◆ “I am glad you asked me that...”
- ◆ “I had never thought about it that way...”

3. Ask for more detail, turning statements into questions

Great listeners have their clients clarify everything they hear. They also always question the answers they receive. Examples:

- ◆ You: “I think I understand, but I am not clear on one thing. When you said that company XYZ did not meet your expectations, what exactly did you mean by that?”
- ◆ You: “I was talking to another software company in town last week and the manager mentioned that it was hard to get international exposure. Is that a concern for you?”
- ◆ Local contact: “It is costing me too much in materials.”
- ◆ You: “I can appreciate that. When you say, ‘too much’ what exactly do you mean by that?”

4.4 Non-verbal communication

During the meeting, local contacts will make decisions on whether the company can trust you and whether it wants to do business with Canada. A very large part of conversation is interpreted through non-verbal communication.

Non-verbal communication includes facial expressions, body language and positioning. It includes your tone of voice, your choice of clothes, the car you drive, or the type of laptop computer you use. Since we tend to react more to what we think a person means than by what they actually say, we need to pay as much attention to our non-verbal signals as we do to our words.

It is your job during the outcall to make the local contact feel as relaxed as possible. To do this, you must match or adapt to the local contact’s style, conducting the meeting with a positive attitude using appropriate language, and adopt the body language used in the local market. This continuous matching and mirroring is crucial when establishing a personal relationship between you and a local contact.

This is crucial when dealing with a local contact whose cultural background and local customs may vary from yours. Ensure that you are aware of the customs and social expectations of your local contact. You can then lessen the chance of a social faux pas.