



### 3.4 What to do after an opening statement

Once you have delivered your opening statement and started a conversation, the next step is easy: simply ask questions, and then listen.

It is crucial for you to gain a deep understanding of why your local contacts related to the success story you provided. When you truly understand the contact's unique problems, you can begin to offer a solution.

#### Questions to ask

##### Opening questions

- ✓ How do you select...?
- ✓ What is most important to you about...?
- ✓ Where do you see...?
- ✓ What has been your experience with...?
- ✓ How would you improve...?
- ✓ What plans have you made to...?

##### Smart follow-up questions to smart opening questions

- ✓ How will you do that?
- ✓ What plans have you made to handle that?
- ✓ How will you use that to your advantage?
- ✓ How will your toughest competitor react to that?
- ✓ Are you looking for new...?

##### Closing questions

- ✓ Can you see any reason not to...?
- ✓ Is there any additional information that you need to help you decide?
- ✓ Is there anything else (more) you need to know?
- ✓ What is the risk? If the risk is low, what are the possible rewards?

When preparing an opening statement, you should consider three questions:

1. Which industry segment are you addressing and what is the level of the manager you are talking with?
2. Why should your local contact care about developing relationships and partnerships in general?
3. Why should your local contact care about developing relationships and partnerships with Canada?