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Services to businesses - Face-to-Face Briefing

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What it is:

- A meeting between the client and an officer in the commercial section.
- The officer listens to the client, provides market intelligence and discusses the client's future needs in an informal dialogue.

What it is not:

- A general market overview.
- Make general information available on the post's Web site.

The face-to-face briefing involves one of our officers meeting with the client personally to discuss the most recent developments in the target market and the client's future needs. Ask the client to notify your office of his or her visit at least two weeks prior to the client's departure.

What you need from the client:

- A request for a meeting at least two weeks before the client's departure from Canada.
- Background information on the client's visit to your territory (e.g., objectives).

What the client needs from you:

- A focus on the client's needs and a willingness to take the time to discuss them.
- A balanced appraisal of the market that includes difficulties as well as opportunities.
- Advice on the next steps the client should take in the market.

Guidelines:

1. Either a Canada-based or a locally engaged officer should meet the client. Decide who it will be based on availability and ability to respond to the client's needs. In some cases, you may decide that both officers should meet the client.
2. The meeting is an excellent occasion to learn about the client's needs and expectations, discuss the client's marketing plans, provide advice about doing business in the market and point out potentially sensitive issues. Demonstrate integrity by respecting confidential information about other Canadian companies, especially the client's competitors.