



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;