



- Stop talking
- Do not jump to conclusions
- Do not argue mentally
- Do not interrupt

### 4.3 Strengthening the relationship during the outcall

The goal of the first meeting is to obtain enough information about the local contact to warrant a second meeting, and to pique your contact's interest in learning more about partnering with Canadian organizations.

To do this effectively, remember the following points:

#### 1. Never provide a local contact with a complete "information-dump"

It is not effective to provide a local contact with all the information on Canadian capabilities and opportunities during a first meeting. Instead, you should seek to continually provide value-added services for the local contact in order to remain at the table.

There are many reasons why providing too much information is counterproductive:

- ◆ The local contact will not likely understand or even review all of the information provided;
- ◆ Once the local contact has obtained the desired information, he/she may perceive your role as complete, eliminating the chance of further meetings; and
- ◆ By providing too much information too soon, the local contact may feel as though you do not care about his/her business and are only conducting this meeting to sell Canada.

#### 2. Add supporting statements before asking another question

Validating or supporting your local contact's answers helps to maintain the 70/30 rule and encourages an open and honest dialogue. Suggestions include:

- ◆ "That makes a lot of sense..."
- ◆ "Thank you for sharing that with me..."
- ◆ "I appreciate your honesty..."
- ◆ "Excellent observation..."
- ◆ "I can understand how you feel..."