Pitfalls and winning strategies for community site visits

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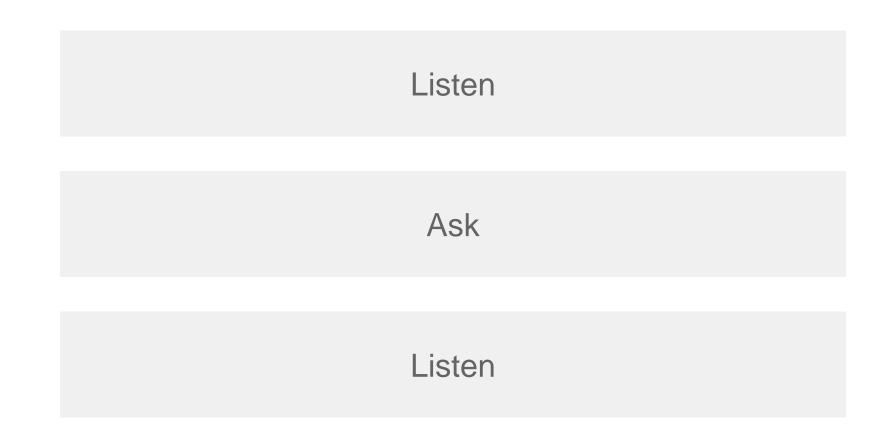
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Do three things and do them well





Barriers – Economic development corporation's (EDC's) point of view

- Difficult consultant
- Difficult company
- Tiffany syndrome
- Not enough information known
- Not enough time to prepare
- Unmanageable officials or partners



Barriers – prospect's/consultant's point of view

- Disorganized
- Too many people more isn't always better
- They don't know what the company does or what the project is
- Irrelevant information
- Not being prepared to answer questions



Do you know

- Who are we talking about?
- What are we talking about?
- Where are they in the site selection process?
- What do they want to know, hear and see in your community?
- What would you like them to know, hear and see in your community?
- What are your deficiencies and how will you address them?



Question yourself – are you...

- Making time for what impacts the project
 - Ask what are their priorities send consultant a priority list
 - May have to educate consultant and company as to why you want to include items in the agenda
 - Does your agenda meet the company's objectives?
- Preparing your partners
 - Do they know the goals of the company?
 - Manage up develop talking points for officials briefing memo
 - Use them to impart information to the prospect
 - Be strategic don't let an opportunity go to waste seating assignments
- Presenting data as cohesively and sequentially as possible
 - Have experts on hand, whenever possible
- Presenting a sound business case for the project to come
 - Help them help you give them business reasons to say yes



During the visit, remember to...

- Be a host, not just a tour guide
- Adjust on the go to the company's style customs and norms
 - Don't just talk for the sake of talking
- Adding fluff doesn't make up for deficiencies
 - If deficiencies arise, illustrate how you intend to cure them or limit their impact on the project
- Be able to convey messages in business context and not just EDC lingo
- Remember it usually never goes exactly as planned
 - Let your participants know schedules may change (respectful, but flexible)
 - What are your backup plans?
 - Company changes its mind as to what is important
 - Company may choose to shorten the day, skip a meeting or go longer at one appointment

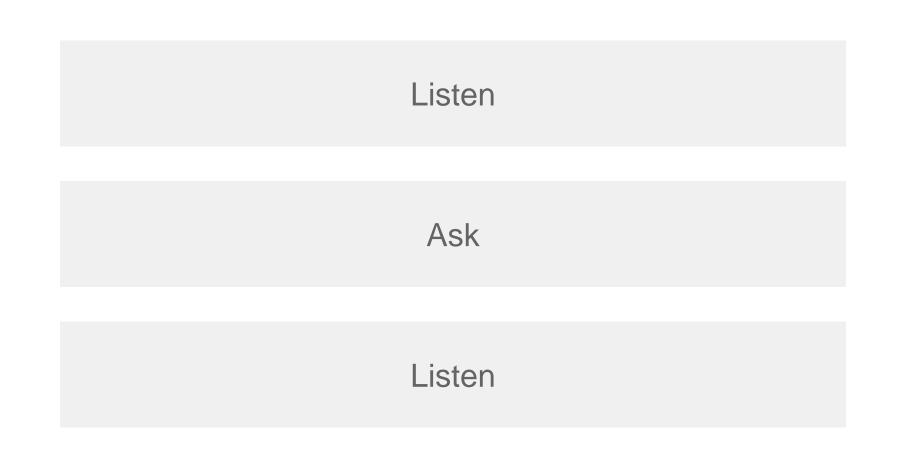


Recap

- Not knowing the company name isn't an excuse to not do your homework
- Understand objectives of company
- It's not only about the data
- What you say may not be what they hear
- Prep and right size participation partners
- Keep confidences even if the company discloses what it is
- Follow up immediately and often



Final thoughts





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