

## VIRTUAL OR IN-PERSON

# site visit coaching

### Site visits are make-or-break moments in the site selection process.

Successful communities have mastered the art of leveraging site visits to convey why theirs is the best for investment. Led by an experienced site selector, our site visit coaching will educate your EDO team and community partners on effective site visit practices. GLS will develop a mock project profile based on your target industries and will guide you through the site visit just as we would with a real project. The difference? You'll receive feedback following each portion of the visit, and insight into the overall effectiveness of the experience. Let us leverage our global experience to help you land your next project.

## STEP 01

### Site Questionnaire

The EDO completes a site questionnaire for a site that it submits most frequently in site selection projects.

The purpose of this exercise is twofold:

- Evaluate the quality of the EDO's site questionnaire response
- Determines potential site obstacles or gaps in information

## STEP 02

### Site Visit

A GLS site consultant will either connect online or travel to community and conduct a mock site visit for the site submitted for consideration through the site questionnaire. Community, utility, and other stakeholders who are frequently involved in the site selection process will be asked to participate.

The visit goals include:

- Evaluate the effectiveness of the site visit, including community messaging, site-specific knowledge and more.
- Pinpoints potential site limitations

## STEP 03

### Report Card

Following GLS's site visit, an executive report will be sent identifying the effectiveness of the site questionnaire and site visit, as well as any immediately apparent concerns with product and community assets.

If a single product or performance obstacle has been identified through this engagement, GLS will offer opportunities for improvement.

Alternatively, GLS will provide a path forward with more in-depth analyses to determine the cause of EDO's self-identified underperformance in project attraction efforts.

**VIRTUAL: \$3,000 | IN-PERSON: \$5,000 + TRAVEL**

**Let's Chat!** 1.864.565.7849 | [www.globallocationstrategies.com](http://www.globallocationstrategies.com)