



Expanding the Mainstream "2011 Business Opportunities Fair"



Matchmaking Tips for Suppliers

How do I prepare for my Matchmaking Sessions before arriving onsite?

- Matchmaking sessions are scheduled on a first-registered, first-assigned basis.
- You will receive an e-mail confirming your matchmaking session and the scheduled time and the matched agency or prime.
- Do your homework! Research the agencies and primes, visit their websites.
- Bring a capability statement (one page is plenty). Highlight your company's qualifications and unique product or service. Emphasize your niche. Show a track record of outstanding service. Make sure you list any certifications, e.g., 8(a), HUBZone, etc.

How do I prepare for my Matchmaking Session when onsite?

- Don't come unprepared! Write down any questions you have after doing your homework.
- Be on time and dress appropriately.
- Bring the right person that can answer any questions the procurement officer may have.
- Each meeting will be 15 minutes. Sell yourself! Present your business card. A brochure will work as well. Spend the first few minutes introducing your company overview. * Include any certifications. Spend a few minutes describing your products and services and your unique niches. Spend a few minutes on your track record and successes. The rest of the meeting can be spent on interacting with the buyer to find out about opportunities, what the next step is and how you plan to follow up.
- Tell the Buyer "This is how my company can help you."

What do I do after my Matchmaking Session and the event is over?

- Have an advance plan for following up and then do it.
- Be proactive. The agency or prime contractor will not come knocking on your door. No matter how many T's you have crossed and I's you have dotted, you won't have a chance of getting a contract if you don't build a relationship. Make the connection with the right person. Remind them of who you are, your track record, solutions you have to problems they have, the prices you charge, etc.
- Be patient and persistent.