Best Practices for attending a Matchmaking Event

BEFORE YOU ARRIVE

√ Do your homework! Research the agencies and prime contractors who will be there. Visit their websites, review their forecasts

√ Create a one page Capability Statement  (PTAC can help with this)

√ Highlight your company’s qualifications and unique product or service

√ Emphasize your niche

√ Show a track record/past performance of outstanding service or product

WHEN YOU ARRIVE

√ Be on time

√ Be prepared

√ Plant the seeds to build these new relationships

√ Be yourself and have fun!

√ Be positive

√ Sell yourself! This is how my company can help you…

√ Introduce your company and describe your product/service

√ Interact with the buyer to find out about opportunities, what the next step is and how you plan to follow up

AFTER THE EVENT

√ Follow your plan for following-up

√ Send “thank you” card or email

√ Be proactive

√ Schedule a follow-up meeting

√ Remind them of who you are, solutions you have for problems they may have, prices etc.

√ Be patient. Be persistent. Be professional.