

PREPARATION FOR BUSINESS MATCHMAKING AND ONE-ON-ONE MEETINGS

Before

- 1. Prepare your elevator speech.**
*(Create a **quick** overview of your company's services or supply capabilities.)*
- 2. Do your homework! Research/Learn about the agency attending.**
(What can your company offer?)
- 3. Register for one-on-one sessions.**
(Set scheduled appointments with key participants prior to event/meeting.)
- 4. Have your capability statement or line card documents ready.**
(Describe what services or supplies your company can provide.)
- 5. Obtain directions and arrive early.**
(Print out directions you can take with you.)

During

- 1. Be ready to explain your company's services or supply capabilities.**
(Bring business cards, notepad, pen/pencil, and capability statement or line card.)
- 2. Be on time and dress to represent your company.**
(Business casual is recommended.)
- 3. Be prepared to meet new people and sell your company.**
(Fellow attendees could be prospective clients and/or customers. Learn best practices from other small business owners.)
- 4. Disconnect.**
(Silence all electronic devices.)
- 5. Exchange business cards and capability statements or line cards.**
(Network with other small business owners and agency representatives.)

After

- 1. Follow up.**
(Provide any additional information requested of you. Stay in touch with those you met.)
- 2. Complete the process and build a relationship.**
(Review informational handouts and websites provided to you. Complete recommended registrations.)
- 3. Be on the lookout.**
(Look for new contract opportunities and team/partner opportunities.)