# Recommended Best Practices for Matchmaking

Department of the NAVY GOLD COAST 2017

## BEFORE YOU ARRIVE

- ✓ Do your homework! Research the agencies and primes, visit their websites, review their forecast, etc.
- ✓ Create a Capability Statement (one page is plenty).
    - Consider meeting with SBA and or PTAC.
- ✓ Include: Certifications, e.g., 8(a), Service Disabled Veteran-Owned , Women-Owned, HUB Zone, etc.
- ✓ Include your DUNS, Cage Code and NAICS.
- ✓ Highlight your company's qualifications and unique product or service.
- ✓ Emphasize your niche.
- ✓ Show a track record/past performance of outstanding service.

## WHEN YOU ARRIVE

- ✓ BE ON TIME!
- ✓ BE PREPARED!
- ✓ PLANT THE SEEDS TO BUILD THIS RELATIONSHIP!
- ✓ Have fun, be yourself and be positive.
- ✓ DRESS Appropriately/Professionally
- ✓ Write down any questions you have after doing your homework.
- ✓ Bring the right person that can answer any questions the procurement officer may have.
- ✓ Each meeting will be fifteen (15) minutes. Sell yourself!
- ✓ Tell the buyer "This is how my company can help you."
- ✓ Present your business card, capability statement and brochure.
- ✓ 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.
- ✓ Make sure to visit the buyer’s booth before the MM session.

## AFTER THE EVENT

- ✓ Follow the PLAN for following-up.
- ✓ Send “Thank you” card or email.
- ✓ Set another meeting.
- ✓ Set-up a profile in the organizations ‘vendor profile’ section of their website.
- ✓ Be proactive. The agency will not come knocking on your door.
- ✓ 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. Be professional.

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