



1-on-1 Buyer Meetings

Best Practices Checklist

Webinar Etiquette - Setting the Stage

- Minimize Distractions: Adequate front lighting, clean background with company representation (name, logo, etc.) whenever possible
- Camera: At eye level, close enough to read facial expressions
- Audio: Headset/earbud audio is best in most cases, mute when not actively in conversation
- Delivery: Dress for success, maintain eye contact with camera, focus on delivery as you would in in-person meetings

Prepared Verbal Introduction of Your Business

- Short and tight introductory statement: Who you are and what you do
- Keep it business
- Example – *“Good afternoon. My name is Red Green, President of the Green Barge Company based in La Crosse, Wisconsin. Our company specializes in shoreline clean up and reconstruction.”*

Have Your Capabilities Statement Close By

- Your Capabilities Statement is useful to keep Buyers & Suppliers on the right track
- Five key elements to include: Core competencies, past performance, differentiators, corporate data and contact information

For assistance with meeting preparations or My Business Matches profile setup, please contact Michael Steger at WPI at Michaels@wispro.org, or at (414) 270-3600.