

MARKETPLACE WI

GOVERNOR'S CONFERENCE ON DIVERSE BUSINESS DEVELOPMENT

1-1 Buyer Meeting Best Practices

Schedule

| | |
|------------------------|--|
| 9:15 a.m. – 11:45 a.m. | Expo Hall Opens – Buyer Meetings Begin |
| 12:00 p.m. – 1:30 p.m. | Awards Luncheon |
| 1:45 p.m. – 4:00 p.m. | Expo Hall Reopens - Buyers Meetings Resume |
| 4:15 p.m. | Conference Closing Remarks |

Process

Meetings are not pre-scheduled. If there is an open seat at a buyer's table, that buyer is available for a meeting. Out of respect for other small businesses, please limit your meetings to no more than 10 minutes. If the buyer you want to meet with is in a meeting, you may form a line. If a line is long and another buyer on your meeting list is available, please meet with the available buyer first. **Please sign-in prior to beginning each meeting.**

If you need help locating opportunities and companies, WPI staff is available near the buyer profiles to offer assistance.

Introduce Your Business

- Short and tight introductory statement: Who you are and what you do
- Keep it to business
- Example: *"Good afternoon. My name is James Green, Presented of the Green barge Company based in La Crosse, Wisconsin. Our company specializes in shoreline clean up and reconstruction."*

Have Your Capabilities Statement On-Hand

- Your capabilities statement is a helpful guide for conversion
- Five key elements to discuss: core competencies, past performance, differentiators, corporate data, and contact information

Fill in this sheet to plan your buyer meetings before entering the buyers space

MARKETPLACE WI

GOVERNOR'S CONFERENCE ON DIVERSE BUSINESS DEVELOPMENT

Buyer I Want to Meet

Table #

| | |
|--|--|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |