

Matchmaker Best Practices

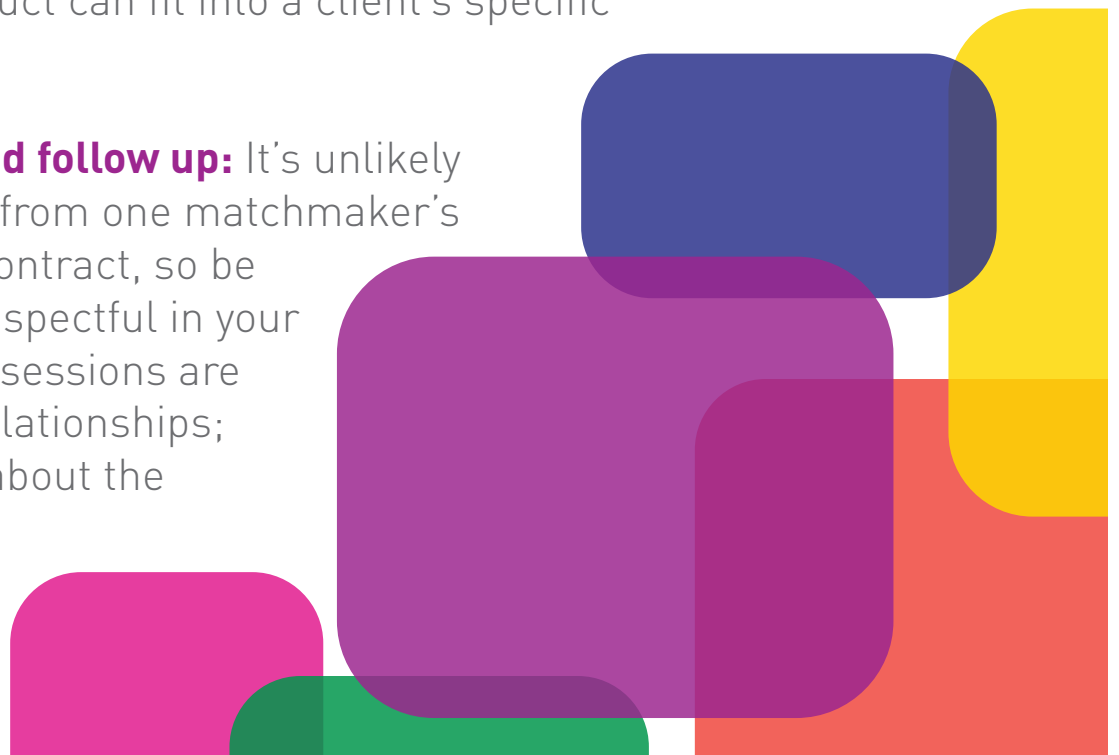
Do your homework: Before the meeting, visit the corporate website ahead of time and register in their supplier portal, know the industry differences, understand areas of work, potential clients and learn your target audience.

Find an engaging structure: Forget the wordy elevator pitch and be able to convey three to four key points versus a traditional sales pitch. Include quantified value drivers, what makes your organization best, and keep any slides as short as possible.

Stand out: Highlight what your differentiator is other than being a diverse business owner and what makes you different from competitors. Connect corporations' needs with your services and provide solutions. Anticipate and come up with ideas that your match may not have thought of.

Ask Questions: Come prepared with questions specific to the company's goals. This is an opportunity to deepen your understanding of how your product can fit into a client's specific type of work.

Be persistent and follow up: It's unlikely you'll walk away from one matchmaker's meeting with a contract, so be persistent and respectful in your follow up. These sessions are about building relationships; ask your match about the next step.





Quick Tips

- Network with other suppliers and look for opportunities to collaborate and package services for corporations.
- Check out your corporate matches' annual report for a greater understanding of the company's values and the countries they do business in.
- Consider making your business card more memorable and include a capabilities statement, NAICS codes, and any diverse certifications you hold.
- Improve professional presentation and ditch the personal email. Consider purchasing a domain name to build credibility when making introductions to stakeholders.