

Making the Most of the Ohio Business Matchmaker

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2022 Ohio Business Matchmaker



**Meet One-on-One with Buyers
Finding Teaming Partners**

July 13-14, 2022

**Wright State University Nutter Center
Dayton, Ohio**



Agenda

- Prepare – the most important step
- Before the Event
- At the Event
- After the Event
- Summary

“If You Don’t Know Where You’re Going, Then Any Road Will Do”

**Government buyer
feedback on
Matchmaker:**

“Too many companies
came that were not
“procurement ready”



Have a plan for the event & what you intend to accomplish

Prepare



- Know your company top/bottom
- Who buys your products/services?
 - Do you sell to Government or companies that sell to Government?
 - How do you sell to the Government?
 - Research the attendee list to identify potential customers
 - Federal, State & Local Government agencies
 - Don't forget the National Guard
 - Other companies
 - Prioritize the list of people/agencies you want to engage

Prepare

- Who has purchased your products or services, when was the last purchase and how did they buy it?
 - www.USASpending.Gov
 - www.FPDS.gov
 - Award announcements in www.sam.gov
 - Market Intelligence gained through discussion with COs, PMs, OSADBU, SBA, other vendors, vendor groups
- Are future procurements in planning stage?

Prepare

- Review your marketing materials you intend to use
 - Look at your business cards – are they accurate, what’s on the back?
 - Bring plenty and have extra cards in your car if needed
 - Is the branding on your cards consistent with your marketing materials?
 - Back at the office, is your website up to date? Is your branding consistent? Is the website design logical, with information easy to find? Are your latest contract wins highlighted to draw attention to the viewer?
 - Look at your website from the Government’s or teaming partner’s viewpoint

Prepare

- Review your marketing materials you intend to use
 - Do your capability statements have errors?
 - E-mail addresses, phone numbers, websites, expired NAICS codes, missing PSC, FSC or UNSPSC codes?
 - Outdated references – CCR or FBO vs SAM
 - Over used superlatives without specifics i.e. “We have great people”
 - Ex – ever see a company not have outstanding personnel?
 - Differentiators that everyone has
 - Socioeconomic qualifications are not competencies
 - Make your capability statement concise, with impact that will create interest
- Practice your “elevator speech” until you know it “**cold**”

At the Event



- Arrive early
 - Extra time for the “grip & grin”
 - Opportunity to talk to lower priority people and others
 - Could be a source of future business or referrals
 - May provide valuable business intelligence on agency procurements
- Be an “information sponge”
- Be positive, friendly and gracious
 - Remember: People like to buy from people they know, trust and like
 - Communication is two way – don’t forget to listen!

At the Event



- Customers need a reason to remember you
 - Your objective is to obtain positive response and that your company be remembered as a qualified source
 - Improve your chances for follow-on appointment or your marketing materials will be read
 - Tell them how you can support their mission, what value you will add, or what problem you will solve
 - What past performance do you have, for whom, when did you perform, what did you do and what were the results – why was it important?



After the Event

- Send thank you e-mail to your “matches”
 - Attach your capability statement for retention and distribution
 - If appropriate, request a follow-on meeting to provide more information, demonstrate your product, discuss your service etc.
- Send thank you e-mail, as necessary, to others you met
 - Today’s casual acquaintance could be tomorrow’s teaming partner

After the Event



- Analyze your results
 - What did you learn?
 - What were the reactions to your “elevator speech”?
 - Pay attention to non-verbal communication
 - Were most people looking at you or looking elsewhere?
 - Be objective in your analysis
 - Who did you not talk to that you wanted to see?
 - Develop an approach to contact them
- Make action plans to move forward – don’t lose your momentum

Summary



- Preparation before the event is key
 - Analyze the audience, know what customers you want to meet
 - Find out what your customers buy, frequencies and how they procure & when they buy
 - Capability Statements that will be read and passed to others – give them a reason to see you again
- Be positive, friendly and listen
- Be perceived as a company that creates and adds value!
- Your local PTAC office is ready to help!



Questions?

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