

Emails That Land Meetings – Tip Sheet

Follow the tips below when you're emailing a buyer (or teaming partner) trying to schedule a meeting – you'll schedule more meetings and have more success in the federal market.

“Government contracting is not a secret, it's just a process.”

1. Assume you'll get the meeting (you want them but they 'need' you)
2. Make sure you're knocking on the right door (small, large, or agency)
3. Call and leave a voicemail then follow up with email (4 hours later)
4. Be concise (150 characters per paragraph / 4 paragraphs max)
5. Mention you did your 'Homework' on them or their agency
6. Ask for 'virtual' 30-minute meeting
7. Provide 2 days with 4 times (Tues or Thurs at 10AM or 2PM)
8. Do not include a Capability Statement (focus on scheduling only)
9. Market your 'tags' in your signature line, not in your email body
10. Get an introduction or 'name drop' (e.g., SB Specialist, etc.)
11. Follow and engage with them on LinkedIn first

Email Framework

1. Did my homework
2. Company 'hook'
3. Request intro call
4. Recommend date / time

Watch a replay of this training session
on our YouTube channel.

