Get TRUE Value from Matchmaking Events

KEY QUESTIONS TO ASK AT A MATCHMAKING EVENT

1. What's your *specific role* and office within the agency?
2. Which office is the primary buyer *for what we sell?*
3. Which are the *preferred vehicles* for your agency/office?
4. I've looked at your agency forecast and see this opportunity coming up. What is the best way to meet the program office responsible for this work– *so I can do more homework*?
5. Can you *recommend* a small business working for you for me to *reach out to and learn* from?

5 MOST COMMON PITFALLS

1. Expecting to meet a *'miracle contact'*
2. Not defining *your measurement of success* (desired outcomes, ROI on time and money invested in event)
3. Not doing *advance* research / homework
4. Letting other people *control the discussion* / meeting
5. Ignoring the opportunity to meeting *NEW people*.

Be patient. Relationships take time to develop.

STRATEGIES TO GET VALUE FOR TIME INVESTED

BEFORE the Event

1. Have realistic *expectations*
2. *Memorize and practice* your 15 second pitch
3. Update your DSBS and prepare written *agency-relevant* questions
4. Research agency opportunities on SAM, FPDS, forecasts
5. Find out who is registered – *prospective competimates will also be attending*

AT the Event

1. Follow a prepared *Matchmaking Meeting Plan* to control the discussion
2. Let them know you prepared 7 prioritized questions *(ask at least 3)*
3. Start by confirming agency representative's name and contact information
4. *Balance* talking with listening
5. *Be efficient* with your time, ask specific questions and take good notes
6. Use downtime to *talk to other attendees*

AFTER the Event

1. Touch Point #1 | Send initial follow-up email *(next day)*
2. Touch Point #2 | Connect on LinkedIn *(day after email)*
3. Touch Point #3 | Follow-up with a mention about reading a strategic document.
   Ask to send capability statement so they have it electronically *(4 business days after)*
4. Touch Point #4 | Email your customized Capability Statement *(after their response)*