

Let's Get Down to Business:

Making Your Matchmaker Work for You!

- Presenter: Erica Choi, SBA Syracuse District Office, Albany Senior Area Manager, erica.choi@sba.gov or 518.446.1118, ext. 231
- Logistics for workshop
- Outline of Workshop:
 1. **Prior to the Matchmaker**
 2. **At the Matchmaker**
 3. **Follow-up after the Matchmaker**

www.sba.gov

Let's Get Down to Business:
Making Your Matchmaker Work for You!

Prior to the Matchmaker

www.sba.gov



Let's Get Down to Business:

Making Your Matchmaker Work for You!

Prior to the event

- ✓ Check the SBA website to review and select appropriate buyers
- ✓ Perfect your elevator speech
- ✓ Practice your appointment timing
- ✓ Make sure you have a supply of business cards, brochures and a pad/portfolio to bring to the event

www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

Prior to the Matchmaker

Know the Buying Agency or Company You Will be Speaking To

Buyer Search Example #1:

CDTA (Capital District Transportation Authority): CDTA encourages small businesses and businesses owned by women and minorities to pursue contracts and compete for procurement opportunities. Current procurement opportunities on their website include:

- Bus Batteries
- HVAC Upgrades
- Market Study and Feasibility Study
- And so much more.

http://www.cdta.org/about_doing_business.php

CDTA's Guide to Doing Business

A Procurement Opportunities list is available on their website as well as the Guide to Doing Business. The guide contains comprehensive guidelines that detail the operative policy and instructions regarding the use, awarding, monitoring and reporting of procurement contracts with CDTA and its subsidiaries.

BRING YOUR APPOINTMENT SCHEDULE WITH YOU

www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

Prior to the Matchmaker

Know the Buying Agency or Company You Will be Speaking To

Buyer Search Example #2:

SUNY: The Directory of Frequently Purchased Commodities and Services by New York State Agencies suggests most of SUNY's purchases are concentrated in furniture, food & beverage and books.

<http://www.osc.state.ny.us/reports/fiscal/directorycommodities.pdf>

SUNY Means Business:

The SUNY Means Business webpage is an excellent resource for understanding the SUNY purchasing process. Explore the vendor section of this page to learn about:

- How to do business with SUNY
- Procurement Policies & Procedures
- Information for Small, Minority and Women-Owned Businesses

<http://www.suny.edu/meansbusiness/>

BRING YOUR APPOINTMENT SCHEDULE WITH YOU

www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

Prior to the event

Know the Buying Agency or Company You Will be Speaking To

Buyer Search Example #3:

General Dynamics - AIS

At General Dynamics, achieving **customer satisfaction** is a fundamental objective. We are looking for suppliers that enable us to work within **time, quality, cost, and technical performance** constraints, with a continuous **focus on customer requirements**.

Successful candidates looking to become suppliers should demonstrate **high ethics** and strategic differentiation in **competitive pricing; quality** procedures and processes; cost and cycle time reduction programs; continuous improvement; **technological or service advantages** and innovations in delivery of goods or services that are critical to producing measurable results.

<http://www.gd-ais.com/Contact-Us/Supply-Chain-Management>

BRING YOUR APPOINTMENT SCHEDULE WITH YOU

www.sba.gov

Let's Get Down to Business:

Making Your Matchmaker Work for You!

Prior to the event

Elevator Speech Components- who, what, why

- Who am I?
- What business/field/industry am I in?
- What group of people do I service? In what capacity do I serve?
- Why is my business/product or service better than the rest.
 - What makes me different from the competition?
 - What benefits do I offer my customers?

www.sba.gov

Let's Get Down to Business:

Making Your Matchmaker Work for You!

Prior to the event –Perfect Your Buyer Meeting

Prepare what you will say about your business in your face-to-face meeting. You will have ten minutes with the buyer and five minutes to move to your next buyer.

Suggested Matchmaker appointment schedule:

- **3 minutes**...introduce yourself, exchange business cards, and give an **overview of your business (Elevator Speech)**.
- **4 minutes**...describe your products/services, track record, successes – What do you want them to remember about your business?
- **3 minutes**...find out what opportunities you have with the buyer and find out how to follow-up

www.sba.gov

federal government contracting
small business opportunities
OPENING DOORS

Let's Get Down to Business:
Making Your Matchmaker Work for You!

At the Matchmaker



SBA

www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

At The Matchmaker- **Check-in**

- Registration opens:
 - 7:30am for Morning Session
 - 12:00pm for Afternoon Session
- Check-in immediately- you will receive a program and an extra copy of your appointment schedule
- Get the lay of the land—identify buyer rooms, speaker room, exhibitor locations and restrooms
- Wear your nametag for the entire event
- Door attendants will control access to each buyer room

www.sba.gov

DRAFT Matchmaker Layout

Buyer Room 1 Salons F, G, H	Buyer Room 2 Salon E	Buyer Room 3 Salon D	Walk In Registration Salon A
			Speaker Room Salons B, C

Buyer Room 4 Albany and Colonie Rooms
Buyer Room 5 Schenectady and Troy Rooms

21 Exhibit Tables and Refreshment Tables

www.sba.gov

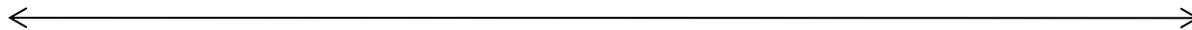


Let's Get Down to Business: *Making Your Matchmaker Work for You!*

At The Matchmaker- **Agenda in Program Booklet**

Morning Session

- 7:30 am Small Business Check In
- 8:10 am Welcome Remarks
- 8:30 am Appointments Begin
- 9:55 am 15-minute Networking Break
- 10:10 am Appointments Resume
- 11:35 am Conclusion



Afternoon Session

- 12:00 pm Small Business Check In
- 12:30 pm Welcome Remarks
- 12:50 pm Appointments Begin
- 2:15 pm 15-minute Networking Break
- 2:30 pm Appointments Resume
- 3:55 pm Conclusion

Keep your program handy to refer to the schedule throughout the day

www.sba.gov

Let's Get Down to Business:

Making Your Matchmaker Work for You!

At The Matchmaker –Appointment Schedule

- We will provide a copy of your appointment schedule at registration
- If you lose your appointment schedule, go to registration to have another copy made
- If you miss an appointment or are late for an appointment the time cannot be made up
- 2 minutes after appointment start time, your appointment may be given to a stand by supplier if you are not at the appointment table

www.sba.gov

Let's Get Down to Business:

Making Your Matchmaker Work for You!

At The Matchmaker - Appointments

- We are very firm about the 10-minute appointment time limit.
- Door attendants will confirm you have an appointment with a buyer in their room at the appointed time
- Buyer rooms will be cleared of all suppliers at the end of each meeting
- Be respectful of meetings in progress and be considerate of the meeting that follows yours
- Be considerate of buyers time

www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

At The Matchmaker- **Networking**

- **Exhibitors**
- **Government Contracting Experts-** available to discuss state and federal contracting, certifications and marketing for contracts
 - » SBA
 - » PTAC
 - » ESD/Contract Reporter/MWBE
 - » DCMA
 - » SBDC
 - » SCORE

www.sba.gov

Let's Get Down to Business:
Making Your Matchmaker Work for You!

After the Matchmaker



www.sba.gov

Let's Get Down to Business: *Making Your Matchmaker Work for You!*

After the Matchmaker- **Follow Up!!!**

- What you accomplish at the event is very important, but your Follow-up to the multitude of business cards that you receive will be your real measure of success for the future
- Be Proactive

www.sba.gov



Workshop Series *Live Online*

A, B, C's of Government Contracting
May 30, 2013 - 10:00 a.m.

Opening Doors to Federal Procurement Opportunities
June 6, 2013 - 10:00 a.m.

Recorded webinars will be available on the Syracuse District Website the following day.



Let's Get Down to Business: *Making Your Matchmaker Work for You!*

- A copy of this presentation will be available online at www.sba.gov/albanymatchmaker
- We look forward to seeing you at the
Albany Matchmaker
Wednesday, June 19th
The Albany Marriott
7:30 am to 11:30 am OR 12:00 pm to 4:00 pm

Thank You!

Erica Choi

erica.choi@sba.gov 518-446-1118 x231

www.sba.gov

