

Post Event Tips and Suggestions for Small Business Attendees



Minority Outreach Fair

- Follow-up within two (2) weeks with prime companies that you met with while attending the Minority Outreach Fair, we are told by prime companies that if you wait too long to follow up they will not remember you.
- Send a thank you note, via email or regular mail (U.S. Post Office). Include information on your company, capabilities statement, website, etc.
- Pick up the phone and call.
(Note: Set aside time on your calendar to make those calls and decide what you want to accomplish with these calls... this is your opportunity to get to know them better.
- Just because someone doesn't call back or respond to your email does not mean they are not interested.

Reaching out one time after meeting them is not enough. It generally takes seven or eight touches before someone decides that they are ready to engage you. Touch base with them regularly. Continue to give information of value and interest to them.

When you follow up regularly and share information of value after meeting someone you become someone they trust. You will naturally build a solid relationship and before you know it the cards on your desk will become your best clients and partners.

- Build a relationship. Remind your contacts of who you are and your track record, solutions you have to issues they face, the prices you charge, etc.
- Be patient and be persistent.
- If a prime company representative has directed you and provided instructions to create or update a profile in their contractor or vendor database, be certain to complete this task within two (2) weeks.
- If a prime company representative provided details on how to access current/future opportunities online, be certain to check this information weekly, as this information is typically updated routinely.
- Overall, be certain to follow all instructions provided by prime company contacts.
- Follow up with new small business contacts you may have made during the event as well; other small business peers can definitely be a resource by providing you leads as they learn of opportunities that fit your business model, offer advice, and/or supply potential product/service needs for your business.