

## **Matchmaking Meetings Frequently Asked Questions (FAQs) for Small Businesses**

### **What is a Matchmaking Meeting?**

Business-to-business **Matchmaking Meeting Sessions** have become a strategic and effective way of networking and communicating between small firms and prime companies. These meetings allow prime businesses to privately meet with and learn more about the capabilities of small businesses, while affording small businesses the opportunity to receive an introduction on how to do business with specific prime firms and to determine potential business opportunities. A small business owner and a government agency and/or prime company representative, will meet privately for ten (10) minutes, to discuss current or future procurement opportunities. No contracts are guaranteed on the day of meeting.

### **How Do I Schedule a Matchmaking Meeting at the 14<sup>th</sup> Annual 2017 Spring Breakfast Meeting/Business Showcase Expo?**

Pre-registration to meet with matchmaking host companies will begin **on Friday, April 28, 2017 at 12:00pm**. A schedule of participating companies will also be published on that date. An email message will alert all ticket holders that pre-registration for Matchmaking is available. Matchmaking Meetings will occur in two sessions, **10:30am – 11:30am** and **11:30am – 12:30pm**. Please contact MWMCA at 443-759-8580 for any additional questions regarding scheduling.

### **How do I prepare for my Matchmaking Meetings prior to arriving to my scheduled time(s)?**

Do some research and visit the website of each company you're scheduled to meet with before your meeting(s). If the company you are meeting with has already told us what services/products they are looking for, we have listed these details on the Matchmaking Meeting Schedule. To secure a meeting, your business' products/services much match the needs of the prime host company/agency.

### **What can I expect from a Matchmaking Meeting?**

Expect to get some of your questions answered. Expect to discover if your product or service is of value to the government agency and/or prime company. Expect to find out who the appropriate contacts are based on your company's capabilities.

### **During the Matchmaking Meeting the small business owner should:**

- Introduce themselves/company
- Explain how you can fulfill their current needs
- Highlight services and/or products
- Provide a Capability Statement or Line Card (optional but suggested)
- Ask what the next step will be for you
- Most of all make an IMPRESSION

**Please arrive at Least five (15) minutes prior to your scheduled meeting(s).**

### **What do I bring to the Matchmaking Meetings?**

You are not required to bring anything. However, it is suggested at a minimum to bring at least one of the following:

- Your business card.
- Capability Statement, a line card or a brochure. The format should be easy to read, bullet point format is great. Keep it streamlined and to the point. The information you bring should highlight your company's qualifications and unique product or service. Emphasize your niche. Show a track record of outstanding service. List any certifications such as 8(a), MDOT, Baltimore City, Service and Disabled Veteran, etc.

### **What do I do after my Matchmaking Meeting and the event is over?**

- Follow-up as instructed during your meeting. Opportunities will not fall in your lap. We can only lead you to the work that may be available.
- Build a relationship. Make the connection with the right person. Remind them 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.
- Send a thank you note, whether it is a physical snail mailed note or an e-mail.

We have heard many companies tell us after attending events that they did not obtain any promising leads/business from it. Understand that we are leading you to the business but it's up to you to sell yourself and close the deal. We have identified companies that want to do business with you.