



Marketing Meeting

* **PRIOR TO THE MEETING:**

1. Learn about the Department/Agency by going to their website
2. Send a Meeting Agenda to the Department/Agency

* **AT THE MEETING: LISTEN MORE;** Learn how the customer does business; Understand their procurement procedures, Understand the purpose of the customer and Obtain important points of contact.

1. Introductions: Provide a Business Card. Bring extra copies of your Capabilities Statement.
2. Business Information provided prior to formal brief: Provide general information about your company.
 - a. What does your company do?
 - b. Where your company is located
 - c. Purpose of visit. (To determine business opportunities with Agency/Department)
3. Provide a 10 to 20 minute briefing on your company's: Vision/Mission, Capabilities, Resources, Products, Personnel –Technical/Professional, Services, Expertise, Financial Capability, Previous Projects/Past Performance, Current Customers, etc. Use Power Point or brief from your Corporate Profile (desk side).

WHAT DISTINGUISHES YOU FROM OTHER COMPANIES

QUESTIONS TO ASK AT THE MEETING?

1. What is the name of your activity? How does it fit into the overall picture of the agency/department? What is your mission? How large is the activity, people and budget?
2. Types of Products/Services the Agency/Department uses:
 1. Typical dollar value and length of projects
 2. Prime contractors Agency/Department works with currently

3. Agency/Departments Purchasing Process – Ask the question? (How do you buy the products/services needed by your department/agency)?
 - a. What is your process for purchasing Products/Services?
 - b. What are your purchasing methods? – The Administrative tools used to buy.
 1. Federal – RFP, IFB, GSA, Other
 2. State – ITB, RFP, State Term Contracts, Other
 3. Local Governments – Tools used (Titles/Nomenclature)
4. Vendors Mailing Lists –Do they use one? How do you get on the list?
5. Points of Contact: program manager, purchasing manager, buyer
(Get phone numbers, fax, email addresses and address)
6. Agency Needs
 - a. What is the agency looking for/needs?
 - b. What is coming up in the future?
 - c. Do they have a forecast? Can this be obtained every year? How? When?
 - d. Are there any upcoming projects?
 - e. Do you have a long range forecast?
7. When awarding contracts to vendors, what differentiating qualities does the department look for? (Pricing, trust, quality, reliability, familiarity – having previously done work for the department). What has been their experience working with outstanding companies or poor companies? What are some of the warning signs?
8. What is the best way to make future appointments? Who should they be made with? Are there any restrictions in making appointments?
9. Are there any other activities on this installation, vertically or horizontally, or other commands off of the installation that could use my products or services? How open are they to talk to small businesses?
10. Ask the question, what advise can you give me/us that would enable me/us to do business with your agency/department?
11. How can my company help in providing products/services to your department?