



Strengthening Small Business Supply Chains

Mentor Protégé Summit 2023

MARCH 27-30, 2023 | ORLANDO, FLORIDA

How to Prepare for One-to-One Networking at Mentor Protégé Summit 2023

Before the Event

1. Register for Mentor Protégé Summit
2. Conduct an ORGANIZATION ASSESSMENT
 - Determine your Company's unique selling proposition
 - Understand your Company's value add to the company/agency beyond saving money
 - Determine who would best represent your Company at the meeting
 - Identify processes that are crucial to the effectiveness and efficiency of your business. Although there are several processes critical to provide goods and services a few to review for your Company
3. Perform Government Market Research
 - Which agency buys what you sell?
 - Understand how the agency uses your products and/or service agency
 - Understand Government acquisition process (How are your target agencies buying what you sell?)
 - What agencies are buying the most from small businesses?
 - Know agency leadership and key decision makers
 - Know agency accomplishments and achievements as it pertains to your product and/or service
 - Know agency's procurement forecast pertaining to your products and/or services
4. Analyze your Industry
 - Who are the top contractors selling the same or similar products/services?
 - Who are the top local contractors selling the same or similar products/services?
 - What contracts or selling opportunities are available in your Company's industry?
 - When do contracts in your industry become available for re-compete?
5. Set up your One-to-One Networking profile online at <https://match.eventdex.com/>
6. Attendees can set up their profile starting on Feb. 13th. Online scheduling will open Tuesday, Feb. 21st and close on Friday, March 17th.

During the Event

- Utilize the Eventdex app to view your schedule and score your meetings
- Take notes on items that can be addressed in a follow up email



After the Event

- Follow-up by email, phone, or thank you card. Ask when it is appropriate to check-in again.
- Set-up a profile in the organization's vendor database section of their website (if applicable).
- It could take a few attempts to get a response. Be patient and persistent. Be professional.



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ONE-TO-ONE NETWORKING DOS AND DON'TS

Networking Do's

- Prepare a good online profile and capability statement that Highlights your Company's qualifications lists, past performance, NAICS codes, and certifications.
- Do your homework! Research the agencies and primes, visit their websites, review their forecast, etc. Become familiar with them.
- Prepare a 45-second introduction
- Prepare talking points and a list of questions
- Remember, you are there to form relationships, not to receive a contract or order
- Be brief and succinct in describing your products and services and unique niches, track record and successes.
- Speak to your past performance and experience, not small business certifications
- Bring copies of Capability Statement and business cards
- Be relaxed and confident
- Be on time and respectful of the tight meeting schedule. Begin and ends your meetings promptly.

Networking Don'ts

- Challenge the agency's practices or acquisition practices/decisions
- Inquire about active solicitations
- Inquire about past procurements as it relates to your Company
- Speak negatively about other government agencies, Companies, or procurement professionals
- Compare agencies acquisition strategies, performance and/or small business contract awards. Each agency is different.
- Over share to build a rapport nor seek empathy
- Try to extend your meeting past your scheduled time. Be respectful of others