



# MARKETPLACE

OCTOBER 22 & 23, 2014 ➤

## GOVERNOR'S CONFERENCE ON MINORITY BUSINESS DEVELOPMENT

Also welcoming women-owned and disabled veteran-owned businesses

**MARKETPLACE** is the premier MBE business capacity building conference of the year and an excellent opportunity for minority, women & veteran business entrepreneurs to make deals, build business capacity and network with buyer and supplier diversity managers.

For over 30 years this Governor's Conference on Minority Business Development has provided opportunities for **SMALL, MINORITY, DISADVANTAGED, WOMAN, HUBZONE, VETERAN, and SERVICE DISABLED VETERAN** owned firms to meet prospective buyers, connect with small business resource agencies and programs, and learn how to leverage local, state, and federal certification programs.

Over 600 attended last year's event – the archive from last year's event can be accessed through <http://www.MarketplaceWisconsin.com/>.

### ☒ **Are you ready to create leads and sell at the MARKETPLACE Expo?**

- ☐ Practiced 30 second "pitch"
- ☐ 100 business cards
- ☐ Do your homework:
  - Review and research attending firms and organizations - visit [www.marketplacewisconsin.com](http://www.marketplacewisconsin.com) weekly for updates
  - Target "hot prospects"
  - Target potential teaming partners for subcontracting or Joint Venture / Mentor Protégé opportunities
  - Will your competition be attending – what can you learn?
- ☐ If you are an exhibitor:
  - Provide incentive to visit (e.g. promotional items/treats/product examples)
  - Stand in front of the booth – quicker response to prospects
  - Be positive, attentive – you are there to SELL
  - Have a prepared opening "pitch" to engage visitors to your booth

### ☒ **Be prepared to meet with and get assistance from resource representatives**

- ☐ Know what you do not know – be ready to ask for help and guidance
- ☐ Evaluate your strengths and weaknesses
- ☐ Bring any business information that you may need help with or have questions on to support your discussions with attending resources – some will have Expo booths
- ☐ Follow up with resource leads that may help you build capacity

**☑ Be prepared to NETWORK - hallways, meals, reception ...**

- ☐ Bring business cards
- ☐ Bring positive attitude – Ready – Willing - Able message!
- ☐ Practiced 30 second sales “pitch”

**☑ Be prepared to take advantage of educational opportunities:**

- ☐ Evaluate offered “spotlights” prior to event – maximize your time at MARKETPLACE
- ☐ Be ready to network with others attending the same session
- ☐ Have prepared questions for workshop topics you plan on attending

**☑ Be prepared for your 1-2-1 Sales Meetings:**

- ☐ **50 copies of capability statement** [*contact Joseph Smetak at the Wisconsin Procurement Institute (WPI) - [josephs@wispro.org](mailto:josephs@wispro.org) to request a sample or for assistance in preparation*].

Make sure that your one page document includes:

- ☐ Complete contact information including email and website
  - ☐ NAICS Codes [[www.census.gov/eos/www/naics/](http://www.census.gov/eos/www/naics/)]
  - ☐ For Federal – FSC/PSC codes - [ [www.outreachsystems.com/resources/tables/pscs/](http://www.outreachsystems.com/resources/tables/pscs/) ]
  - ☐ Past performance examples
  - ☐ Make sure registrations are up to date and complete (SAM, DSBS, VendorNet, other...)
  - ☐ Include current and pending Small Business Certifications – Federal, state, tribal, local, corporate
  - ☐ Performance certifications – ex. ISO, LEED, Bio Preferred, other
  - ☐ Your Firm’s logo and any graphics that would add value
  - ☐ Information on what you are selling
  - ☐ Value proposition to customer
- ☐ **30 Business cards** - 2 sided to include your full contact information, NAICS codes, certifications and clear “tag line” on your product or service
  - ☐ **Practiced 1 – 2 minute presentation**
  - ☐ **Practiced response to potential questions and areas of discussion, for example:**
    - Why should I choose your firm?
    - What experience do you have that would prepare you to work with our organization?
    - Do you have capacity, financial resources /bonding to take on a large contract?
  - ☐ **Review on line information regarding which organizations will be at MARKETPLACE** and available for meetings.
  - ☐ **Do additional research** regarding the attending organizations – current news, possible opportunities, past contact, etc.
  - ☐ **Follow-up** with sales leads/potential partners/resources – ‘...while the iron is hot’!

**NEED HELP PREPARING FOR MARKETPLACE 2014?**

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