



## **Procurement Tips for Business Owners**

Go for the Greens Conference, Orlando, FL – September 24, 2010

**We want you to be prepared when you visit with representatives of major corporations and government agencies in the Procurement Hall and the Procurement Lounge Matchmaking Sessions. Here are some tips:**

- 1) Study the list of exhibitors carefully before venturing into the Procurement Hall.
- 2) If you schedule an appointment, be on time.
- 3) If you do not have an appointment, target the corporations and agencies you're interested in and speak with them first. Research their websites and get as much information about their contracting/subcontracting procedures as possible.
- 4) Bring printed information about your product and/or service for the reps to take with them.
- 5) Have ready a list of your customers and what you do for them.
- 6) Be prepared to address general information and then specifics about your company.
- 7) Bring business cards to hand out.
- 8) Ask about current on-site procurement opportunities or where to go to get the information needed.
- 9) Get the rep's information (organization, name, phone number, address and e-mail) to follow up on potential business and to thank the rep for his/her time and help.
- 10) Do not overstay your appointed time, as there are others who have appointments.

### **Questions to ask yourself:**

- ◆ Who is the customer you're targeting?
- ◆ What is the demand for your product/service?
- ◆ How will your product/service help position the buyer?
- ◆ Who is your competition?
- ◆ What added value does your product/service have over that of your competition?
- ◆ Can you spend the time required to find agencies and buyers, and to prepare and present bids?
- ◆ Are you willing to do ongoing, detailed research to find bidding opportunities?
- ◆ Are you prepared to be a subcontractor to the big companies that are prime contractors?
- ◆ Can your business financially support the execution of a contract that might involve delayed payment?
- ◆ Have you prepared a business plan or marketing plan that specifically addresses procurement opportunities?

*Special thanks to Judy Bradt, Lola Kakes and Diane Sears for compiling this list.*