

Preparing for Meet the Buyer

Meet the Buyer is a unique opportunity to make connections with state government agencies and head contractors delivering state-funded projects.

Hosted by The Office of the Industry Advocate (OIA), the event is a chance for businesses to enhance their visibility, expand their networks and potentially secure lucrative government contracts.

HOW TO PREPARE FOR MEET THE BUYER

Learn about government procurement

The government has established ways of working when it comes to procurement and contracting. Find out as much as you can by:

- visiting the [Buying4SA](#) website
- visiting the [Procurement SA](#) website
- visiting the [OIA](#) website
- talking with other suppliers

Research government buyers

Use the event information to identify which agencies you most wish to meet. Visit their websites to find out as much as you can about how they operate and what this means for their procurement needs.

Use the [SA Government Forward Procurement Plan](#) and [SA Tenders and Contracts](#) to research past, current and future procurement and contracting opportunities to help you tailor your conversations.

Have your own story ready

Prepare and rehearse an informal verbal introduction of your business and what you can provide or supply to the public sector. Pinpoint one important thing about your product or service and open with that. Prepare your contact information in advance and consider developing a 1 page business profile you can leave with agencies.

Be ready for your experience

Meet the Buyer is a large and busy event and not everyone works at their best in these conditions. Take time to reflect on the strengths you can use and the challenges you can prepare for. Consider who from your business will attend and how you can support each other, or who else you may know at the event and can connect with for mutual support.

Bring note taking equipment, business cards, promotional resources, and a water bottle. Charge your phone.

Consider planning breaks during the event to go outside or find a quiet spot to review your progress.

AT THE EVENT

Conversations at Meet the Buyer can be a little like speed dating so time management is key to success.

Hack your time

Take as many opportunities to gather information outside formal conversations as you can – collecting leaflets, brochures and other resources lets you engage with information in your own time after the event and will usually include contact details so you can connect in person at a later date.

Be adaptable with your approach

Every meeting you attend at a meet the buyer event offers a unique experience. Conversations may vary so stay flexible and expect diverse discussions. Tailor your discussions to each buyer and their market so it is relevant to them. Buyers want to feel that you really want their business, not that you are just repeating the same thing over and over.

Listen actively

Asking open-ended questions is a powerful technique to engage buyers and demonstrate genuine interest. Listening attentively to their responses presents a valuable opportunity to align your goals and values with theirs. Thank buyers for existing business - review sales with them, ask for customer feedback and update them on changes or new products. Don't be afraid to ask why their sales have increased or decreased.

AFTER THE EVENT

Be proactive in following up

Being proactive in your follow-ups is key. Studies have shown that reaching out within 24 hours of the event dramatically improves your chances of receiving a favourable response. This is because your interaction is still fresh in your lead's mind.

Keep up appearances

Regular attendance at networking events will help build confidence and expand your network of business contacts. Becoming a familiar face at such events will also raise your credibility in your sector allowing people get to know you and your business and develop trust in your capabilities – something that does not happen overnight.

FURTHER INFORMATION

www.buying4.sa.gov.au



Government of
South Australia

buying4SA

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