

Southern Association of Wholesale Distributors (SAWD)

Planning for Ten-2-Profit One on One Meetings with Buyers

June 14, 2018 1:30 AM – 5:00 PM

You will need to be highly focused and prepared to get the most out of these individual meetings with buyers. Ten minutes is not long but can feel like an eternity if there is no clear focus of your conversation. Do your homework on the buyers you will be meeting with and determine what you want the outcome of your meeting to be. Keep in mind that you will have ample time for extended conversation the next day. Consider these 10-minute meetings as a teaser to attract the buyers into stopping by your table for a longer conversation the next day at the House of Deals.

Things that you might consider using your 10 minutes for:

- Is there a challenge you or your team is having with this buyer that you can set as an agenda item for the next day?
- Is there a new product/program/pricing/service/feature/application that you want the buyer to consider?
- Do you have a new representative that will be calling on this buyer that you want the buyer to be introduced to?
- Would this be an opportunity for a mini-sales review on products/services (focusing on a few key items)?
- Are you/your company new to this audience and need to include information on who you are and what you do?

At the event:

- **Schedule:**

Thursday, June 14, 2018

1:30 PM – 1:50 PM Welcome, Instruction, Q & A

1:50 PM – 5:20 PM Meetings

- **Be on time** - These meetings are highly structured and timed. Leaving a buyer waiting on (or missing) a meeting that you are scheduled to attend is probably not a good idea for business.
- **Don't waste time** - Save your "How's-your-momma-and-them?" type questions for the cocktail parties and the event at the House of Deals.
- **Listen** - An emcee will be calling appointment changes every 10 minutes. He will announce (at the 8-minute mark) that "there are 2 minutes remaining"...then "1-minute remaining"... "then move".
- **End on time** - When the emcee calls time at the end of each round - wherever you are in your conversation - you must move. There are no exceptions to this. If you didn't

finish your conversation, you have the cocktail reception that night and three hours at the House of Blues to finish what it is you wanted to say.

- **Know where you need to be when** - Each buyer company will have their own table with their company logo on a table drape. They will be in alphabetical order all in one room. A map and signs will be provided of where the buyer tables will be located in the room.
- **Don't hover** - If you are early for your appointment with a buyer, please allow those still meeting the courtesy of finishing their previous meeting before hovering too closely at the buyers table.
- **Claim your meeting** - If the previous meeting is running over it is acceptable to - professionally, politely, and assertively - claim your appointment time but not before the emcee calls time.
- **Respect the buyers** - When they are on break please leave them alone. Don't use a buyer's break to grab a company you wanted to meet with but didn't get an appointment with. They have 18+ meetings with only 10-minute breaks every hour. This is a grueling schedule for the buyers and they need the few minutes we give them to grab coffee, take a bathroom break, etc.
- **Respect the emcee/staff** - A lot of focused attention is required to keep this event on track. Please save your unrelated questions for staff or the emcee for after the event. If the staff, time keeper, or the emcee gets distracted everyone in the room will suffer for it.
- **Don't leave the room** - There will be coffee and soft drinks in a break area in the same room where the meetings are occurring. Please stay in the room so that you can hear announcements the entire time you have meetings scheduled.
- **Don't come in heavy** - Large volumes of printed matter or samples can be cumbersome to cart around for this event. Feel free to bring in printed matter/samples in a suitcase. You can store the suitcase at the edges of the room and "reload" between meetings to avoid having to carry a lot of stuff with you from table to table that you may not need.
- **Samples** - Shipping / dealing with samples is a major hassle...we realize it is also a significant tool in a salesperson's toolbox. Limited on-site sampling of new items will work best. As to quantities of samples to bring, we have a total of 42 buyer companies committed to attend. Each company will bring, on average, 1 to 3 representatives to this Ten-2-Profit event. If you intend to bring limited samples you may want to provide them only at the House of Deals the next day. You might want to consider shipping samples before (or after) the meeting directly to the buyers you have appointments with. Shipping samples ahead of time can serve to creatively turn the buyers' attention to your company prior to the meeting. If you do need to send them to the hotel, please have them sent to your room.
- **WiFi** - We are working with the hotel to try to assure that there will be adequate bandwidth to handle the WiFi needs for this event. Laptops / tablets with cellular capability are a great "Plan B". Printed copies of whatever you want to display online is a good "Plan C". There is only one opportunity to get this right...building redundancy into your planning is a good idea.
- **Power** - whatever electronics you plan to use to augment your conversations need to be battery powered as you will be mobile for this event. Backup batteries are a good idea.