

# HOW TO APPROACH A CORPORATE BUYER

BEFORE



## 1. BE PREPARED

"What does the company do? What solutions can you provide?"  
Practice your 30-60 sec. pitch, and come with questions to get your contact talking.



## 2. OBSERVE

Learn how speakers, experts, the person sitting next to you, and corporate members operate.



## 3. EVALUATE

Identify what you can offer the corporate member  
-Cost saving? Higher quality? Be honest about what you can and cannot deliver.

DURING



## 4. PITCH

Be confident, and demonstrate that you have done your research.



## 5. LISTEN

Hear what the contact's needs are.



## 6. REEVALUATE - TAKE NO FOR AN ANSWER

If there are no opportunities right now, say thank you. Do not turn "no" into "never" by ignoring what the corporate member has just told you.

AFTER



## 7. PRIORITIZE

Make a note of the companies for follow-up:  
1-3 very good prospects,  
3-4 good prospects,  
and 2-5 not to contact at this time.



## 8. KEEP YOUR MATERIALS POLISHED AND UP-TO-DATE

Make sure your proposals are professionally written and triple checked for accuracy; update your WEConnect eNetwork profile to reflect how you present yourself to the prospects who will be searching for you in the database.



## 9. FOLLOW UP

Follow up as the corporate member has instructed. If she tells you that you must be registered in the database and that you should send an email to a 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> tier supplier in 6 months, register and email the contact in 6 months.



## 10. TRACK YOUR PROGRESS

Put the dates for follow up with each contact on your calendar with key lessons learned and notes. This way, you will not over- or under follow up.