

# PREPARATION AND SUCCESS: *PRESENTATIONS TO BUYERS*

Throughout the year, the Market Access Division of the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) provides businesses with opportunities to hold face-to-face, B2B business meetings with buyers. If you choose to take part, you should think ahead about your development strategy and determine the goals you would like to pursue: increasing your market share, releasing new products, building your distribution network, finding new partners, etc.

These face-to-face meetings are relatively short (20 to 30 minutes) and affordable. However, to make the most of these opportunities, it's important to keep in mind a few rules.

## **PROPERLY PREPARING BEFORE THE MEETING**

- You will have received a document ahead of time that profiles the buyer with whom you're going to meet. Look it over and research their company. Make sure to have strong knowledge of the target market and clientele, and of what the buyer sells and needs.
- Prepare or review your price list as well as your payment terms and methods.
- Prepare short, impactful presentations ahead of time that highlight the ways in which your products would have a significant impact for the buyer and how they would benefit from that.
- Prepare a presentation document that can be provided to the buyer. It should contain your contact information, a description of your business (history, mission, values, purpose, successes, etc.), your product line (characteristics, technical description, comparison with competitors, distinctiveness), information about what your business offers, and reference documents (press review, certifications, list of current clients).
- Bring fact sheets covering your main products.
- Come up with some key questions that will allow you to quickly identify buyers that truly align with your strategic targets.
- Ensure that you have a website that can address any questions about your products and that can process orders. Having such a site is key to a successful outcome.
- Prepare materials needed for conducting tastings (e.g., glasses, cutlery, utensils). Make sure you bring sufficient quantities of promotional tools (brochures, samples, recipes, etc.). Some products are more challenging to present than others.

## **DEMONSTRATING YOUR WORTH DURING THE MEETING**

- You must demonstrate how your products meet consumer needs, reflect a market trend, or differ from those available from the competition. You must also outline the benefits to the buyer. To do so, you must have solid knowledge of their profile and clientele, as well as of their sector and of market trends.
- Demonstrate the credibility, know-how, strength and reliability of your business (successes thus far, certifications, clients and credible partners, independent tests, guaranteed delivery schedule, adapted packaging, etc.).
- Highlight your newest additions and your successes.
- Adopt a positive, open attitude. Demonstrate that you are attentive to the buyer's needs and expectations. Ask them questions to pinpoint their needs.
- Adapt your pitch to the buyer. Do not be insistent.
- Bring notes on the buyer you're meeting. Don't limit yourself to information found on their business card. Keep a notepad (or a tablet-style device) on hand that will allow you to write down your main questions and items for follow-up.
- Conclude the meeting by summarizing the key points from the discussion and by mentioning ways in which you intend to follow up.

## **FOLLOWING UP AFTER THE MEETING**

- Follow up shortly after the meeting by sending an email and reminding the buyer of the characteristics of your product(s). Provide information, documentation or samples requested by the buyer during the meeting.
- Assess the results of the meeting. In some cases, you won't draw any financial advantage from the encounter, but may nonetheless acquire information needed to adapt your strategy or product/pitch.