

*This document is part of a series of Fit To Bid® guidelines, providing invaluable information to help SMEs improve their tender responses and increase their chances of success. Can also be used as a reference during the tender preparation process and as a learning resource for SMEs who are new to tendering.*

**SME supplier engagement with large buyers during Meet The Buyers events:** these meetings are about building relationships and understanding the buyer’s perspective. Implement best practices and avoid these pitfalls to make a positive impression!

Please DO ...	Please DON'T ...
<ul style="list-style-type: none"> <li>• <b>Customise your approach:</b> tailor your pitch based on industry and specific challenges of buyers.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Monopolise the conversation:</b> allow buyers to share their needs and priorities.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Craft a compelling elevator pitch:</b> be concise and highlight your value proposition.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Overwhelm with details:</b> keep technical jargon to a minimum.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Highlight your track record:</b> share success stories or case studies relevant to buyer’s context.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Assume one size fits all:</b> adapt your approach for each buyer; avoid a generic pitch</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Be transparent and collaborative:</b> clearly communicate pricing, terms, and any limitations.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Oversell:</b> be honest about what your product/service can deliver; avoid exaggeration.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Active listening:</b> understand buyer’s pain points and ask relevant questions.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Forget the human element:</b> building rapport matters; connect beyond business talk</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Follow up strategically:</b> send a personalised Expression of Interest – using the Branduin EOI template.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Miss deadlines:</b> if you promised follow-up documents and materials, deliver them promptly.</li> </ul>

Remember, these meetings are invaluable and unique opportunities, so make the most of them by showcasing your expertise and building a strong rapport with buyers. Good luck!