

How to network like a pro at the BrokerBin Roadshow

Pre-Show Work

- Decide who to send from your team.
- Get registered, and complete your profiles.

Qualification Process

- Look through the list of Roadshow attendees.
- For each attendee, determine whether they have a need for your specialty and category. (Ex. Cisco and Networking)
- Look at their BrokerBin company profile to learn more about them.
- Contact your BrokerBin rep if you need more information about the company.
- Send them an intro email.
 - Subject Line: Potential Meeting
 - Introduce yourself and your company.
 - Include your category and a few key brands.
 - Request a meeting at the show.

Meeting Scheduler

- Set up meetings in the scheduler.

New Attendees

- Beware of complacency!
- Opportunity is everywhere.
- Business models and equipment are always changing.
- Go beyond the label. Peel back the layers.
- Before the show, ask your BrokerBin rep for advice about who to request meetings with.
- Get ready! Some attendees come ready to deal.



BrokerBinRoadshow.com
Toll Free: 866-241-0639

In Between Meetings

- Use the App to send a message to other show attendees.
- Connect with others at category tables in the Overflow Area.
- Refer to the Photo Boards to see who's at the show.
- Visit the Table Top Sponsors.
- Wear your nametags at all times.
- It's important to be prepared. It's more important to be flexible.

Post Show Work

During meetings, set follow-up expectations.

- How would you prefer I follow up? (Skype, Trillian, WhatsApp, Zoom, phone, email, etc.)
- Give a timeframe for when they can expect your follow-up. (Ex. 2-3 days)

Follow-Up:

- Ask for an introduction to another company contact. (Ex. May we introduce our HP specialist to your HP specialist?)
- Ask to be added to their WTB / WTS email lists.
- Ask to be added to their My Vendors list, and add them to your My Vendors list.
- Ask for / offer to give positive feedback on BrokerBin.
- Connect to each other on LinkedIn.
- Watch for future networking opportunities via BrokerBin emails and social media posts.

Keys to Success

- Plan. Have an objective.
- Identify your targets.
- Set up your profile.
- Schedule your meetings.
- Have an alternative plan.