

ACTIVITY	PROGRESS & COMMENT	DATE
<b>MARKETPLACE MEETING</b>	<b>COMPANY &amp; CONTACT(S)</b>	
Company Overview presented?		On the Day at Marketplace
Product proposition presented?	Identify Lead Product(s) to track	On the day at Marketplace
Decision-maker identified?	Name - Position - Email - Direct Phone	On the day and researched in advance
Any other influencers?	Name - Position - Email - Direct Phone	On the day and researched in advance
Considerations / Objectives:		
Replace existing Supplier	Specify	Researched in advance
Nomination alongside existing Supplier	Specify	Researched in advance
Breaking new ground		Researched In advance
Rank level of interest	1 is Low; 5 is High  0 is Nil	Within 24 hours. Do this while the meeting is fresh in mind. Debrief that evening. Share notes and impressions.
<b>IMMEDIATE FOLLOW-UP</b>		
Company Overview emailed?	To Who and When?	Within three days
Product proposition emailed?	To Who and When?	Within three days
Samples sent?	To Who and When?	Within week, track and call to alert arrival
Representative present at Sampling?	If YES - Customer reaction / observations	Within week if rep is required to be present. The key to this

		phase is to show enthusiasm for the business.
Progress to achieve face-to-face meeting		
Phone contact?	Date(s) & Outcome	Within 10 days to keep it alive
Email contact?	Date(s) & Outcome	Within 10 days
<b>MEETING ACHIEVED</b>	Date - Attendance	
Product / Concept presented?	Specify	Ideally within 30 days
Interest established with Volume / Value opportunity?	Quantify	Within 60 days
Preliminary Commercial Proposition presented?		Within 60 days
<b>FIRM PROPOSAL COMMUNICATED</b>		
Verbal?	Date & Outcome	Within 90 days
Email?	Date & Outcome	Within 90 days
Face-to-face?	Date & Outcome	Within 90 days
Negotiation / Review of Proposal	Date & Outcome	Within 90 days
Chaser to press for a decision	How - Date - Outcome	If no response chase after 10 days
<b>OUTCOME = DECISION-TIME</b>		
Written agreement to Trial?	Quantify	Within 90 days

Written agreement to List?	Quantify	Within 90 days
Written agreement for Joint Product Development?	Quantify	Within 180 days
Other positive outcome?	Specify	
<b>Opening Order Booked</b>	<b>Date &amp; Quantify</b>	
<b>NO PROGRESS LIKELY</b>	Give reasons	If there is no response within 30 days of MP it has likely gone cold. Don't give up. Send "news". We have won a big contract, a food award, a celebrity endorsement. It may reawaken interest.

As we finished up yesterday we spent a little time thinking about your take-aways and actions to prepare for and follow-up to Marketplace. One of the key documents recommended by Terry Cooke (Consultant to Bord Bia and ex Buyer) is the Sales Tracker which Suzanne will have woven into her workshop.

On the basis of the discussion at the last session we have put some recommended timings on this follow-up. Every case will of course be different but as a good rule of thumb, the timing above should apply.

Good ideas emerged such as tracking samples and then ringing the buyer to alert them when they have arrived at their office. In 2010 one participant told us that he got on a plane and landed at the buyer's door within three days of MP.

Many of you said that "you'll know" when the meeting went well and you "clicked" with the buyer. That is true in many cases but I think that we have all had the wonderful feeling at the meeting and then nothing happened. We also have been surprised when out of the blue, the phone did ring and a prospect we thought was lost is back and showing interest.

The truth is that buyers are very busy people. They do not leap out of bed thinking about your company. You need to you're your brand and your message in their mind. Regular and systematic follow up is essential. Make sure that you don't lose out for the want of some follow-up.

Good hunting.