



CACUBO

CHEAT SHEET

TO HELP YOU ENGAGE WITH VENDORS

Engaging with vendors at a conference for the first time can be a rewarding experience, even if you're not the decision maker. Here are some practical tips to help you navigate these conversations:

1. **Be Honest About Your Role:** Let vendors know that you're gathering information for your team. This transparency helps set the right expectations.
2. **Prepare in Advance:** Research the vendors and their offerings before the conference. This will help you ask informed questions and show that you're genuinely interested.
3. **Ask Open-Ended Questions:** Encourage vendors to share detailed information by asking questions like:
 - Can you explain how your product/service works?
 - What are the main benefits of your solution?
 - How does your product/service compare to others in the market?
4. **Take Notes:** Document key points from your conversations. This will help you relay accurate information to your decision makers later.
5. **Collect Materials:** Gather brochures, business cards, and any other materials vendors provide. These can be useful for your team when evaluating options.
6. **Show Interest:** Engage actively by listening, nodding, and asking follow-up questions. This demonstrates your interest and helps build rapport.
7. **Network:** Use the opportunity to build relationships. Even if you're not the decision maker now, these connections can be valuable in the future.
8. **Request Follow-Ups:** Ask vendors if they can follow up with your team for a more detailed discussion. This shows your interest and helps bridge the gap between initial contact and decision making.
9. **Stay Professional:** Maintain a professional demeanor and be respectful. Vendors will appreciate your engagement and effort to understand their offerings.
10. **Debrief with Your Team:** After the conference, share your findings with your team. Highlight key points and provide any materials you collected.

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to review some conversation
starter questions.





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Looking for a Conversation Starter?

General Interest:

- Can you tell me more about your product/service?
- What inspired your company to develop this product/service?

Company Background:

- How long has your company been in business?
- What is your company's mission and vision?

Product/Service Details:

- What are the key features and benefits of your product/service?
- How does your product/service stand out from competitors?

Customer Success:

- Can you share a success story or case study from one of your clients?
- What kind of feedback have you received from your customers?

Implementation and Support:

- What does the implementation process look like?
- What kind of support and training do you offer post-purchase?

Future Plans:

- Are there any upcoming features or updates we should know about?
- What are your company's goals for the next few years?

Personal Connection:

- What do you enjoy most about working for your company?
- How did you get started in this industry?

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