



NVBDC Services Committee

Preparing for Corporate Procurement Matchmaking

September 10, 2026

11:00 AM – 1:00 PM ET



NVBDC.ORG

Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Wrap-Up



NVBDC 3.0 – Mission: POSSIBLE

NVBDC 3.0: Mission: POSSIBLE is our bold evolution, expanding beyond certification to empower veteran-owned businesses through innovation, strategic partnerships, AI, global opportunities, and meaningful corporate connections.

NVBDC 3.0 – Mission: POSSIBLE



- Expanding beyond certification to deliver greater value
- Strengthening corporate and veteran business connections
- Leveraging AI and digital transformation for business growth
- Creating new opportunities through strategic partnerships
- Expanding access to domestic and global markets
- Delivering year-round education, resources, and networking
- Empowering certified veteran-owned businesses to scale and succeed
- Driving the future of supplier procurement and veteran entrepreneurship



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



Supports veteran-owned businesses with export loans and international training.

Expands NVBDC's international network across 195 countries.



Meet Our Presenters



Paul Mara

Founder & CEO
Diverse Supplier
Development Corp.



Mark Hollingshead

President
DeltaPoint Partners





DELTAPOINT PARTNERS • PROFESSIONAL DEVELOPMENT SERIES

Preparing for Corporate Procurement Matchmaking

2026 NVBDC National Veteran Business Matchmaking Conference

"Preparation Creates Opportunity"

2026 National Veteran Business Matchmaking Conference and Veterans Marketplace

October 4–6, 2026

MotorCity Casino Hotel | Detroit, MI



REGISTER NOW





Mr. Mark Hollingshead



PREPARING FOR CORPORATE PROCUREMENT MATCHMAKING

★ 2026 NVBDC NATIONAL VETERAN BUSINESS MATCHMAKING CONFERENCE ★



Mr. Paul F. Mara



PREPARATION CREATES OPPORTUNITY

TRAINING AGENDA OVERVIEW

1



BEFORE THE EVENT

- Target priority corporations
- Research buyer needs

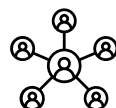
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DURING MATCHMAKING

- Deliver a clear 30-second pitch
- Ask better questions

3



NETWORKING STRATEGY

- Connect with purpose
- Capture clear next steps

4



AFTER THE EVENT

- Follow up promptly
- Personalize every message

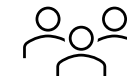
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SUPPLIER READINESS

- Confirm fit and capacity
- Prepare credible proof points

6



PEOPLE BUY PEOPLE

- Build trust first
- Stay curious and credible

7



STAY MOTIVATED & PERSISTENT

- Maintain momentum
- Keep relationships active

THE CORPORATE PROCUREMENT SUCCESS FORMULA

RESEARCH → PREPARE → MEET → LISTEN → FOLLOW UP → BUILD RELATIONSHIPS → EARN OPPORTUNITIES

THE CHALLENGE

The Biggest Mistake Most Companies Make

Many veteran-owned businesses spend thousands of dollars traveling to procurement events...

only to spend two days handing out business cards.

Corporate buyers aren't attending to collect brochures. They're looking for suppliers who solve real business problems.

Preparation — not presence — is what separates the winners.

THE PATTERN THAT WINS

The companies that prepare months in advance consistently outperform those who simply “show up.”

Before You Ever Register, Ask Yourself

01

Why am I attending?

02

Which corporations
do I actually want to
meet?

03

What problems do I
solve?

04

Why would a
procurement
professional care?

05

Am I procurement
ready?

A Disciplined 90-Day Preparation Plan

PHASE 1

90-60 DAYS BEFORE

Define Your Target Market

Identify the right corporations, research them deeply, and map decision makers.

PHASE 2

60-30 DAYS BEFORE

Build Your Value Proposition

Craft an outcome-focused pitch and refresh every marketing asset.

PHASE 3

30 DAYS BEFORE

Schedule & Practice

Request meetings early and rehearse introductions, questions, and objections.



PHASE 1 • 90-60 DAYS BEFORE

Define Your Target Market

Don't try to meet everyone. Focus creates leverage.

Identify Where to Focus

Don't try to meet everyone. Instead, concentrate your energy on the accounts and relationships that matter most.

Top 20 target corporations

Key industries

Procurement categories

Supplier diversity leaders

Current suppliers

Potential partners

Research Every Corporation

Learn everything that shapes how they buy — so every conversation shows you understand their business.

Products & services purchased

Current suppliers

Annual revenue

Company initiatives

Supplier diversity goals

Sustainability initiatives

ESG initiatives

Current challenges

Growth plans

Locations

Recent acquisitions

Competitive pressures

Identify the Decision Makers

Map the people who influence, evaluate, and ultimately award contracts — then research each one.

Procurement Managers

Commodity Managers

Strategic Sourcing Managers

Supplier Diversity Managers

Category Managers

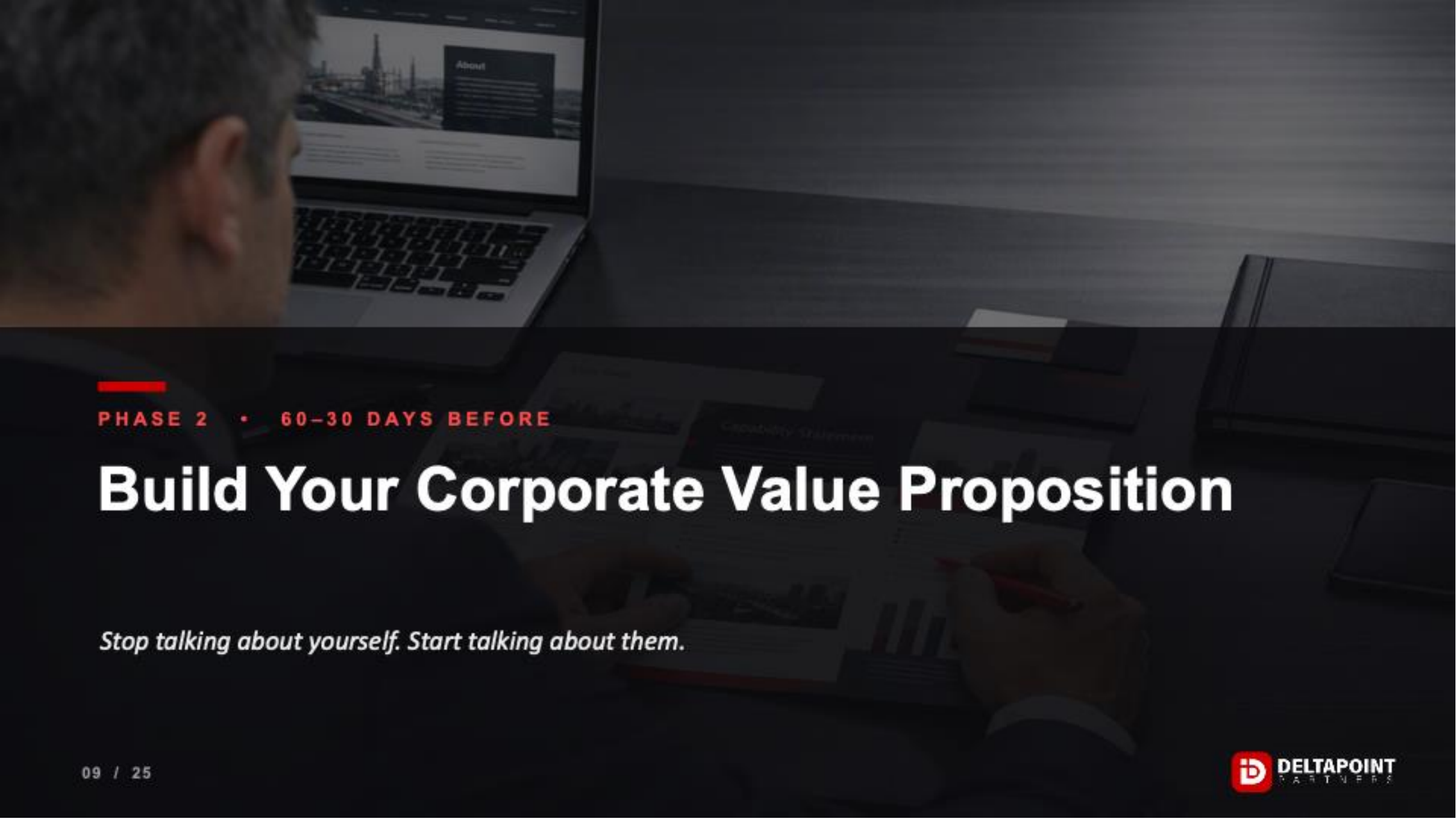
Purchasing Directors

Business Unit Leaders

Engineering

Operations

Internal Influencers



PHASE 2 • 60-30 DAYS BEFORE

Build Your Corporate Value Proposition

Stop talking about yourself. Start talking about them.

Lead With Business Outcomes

INSTEAD OF

"We've been in business 15 years."

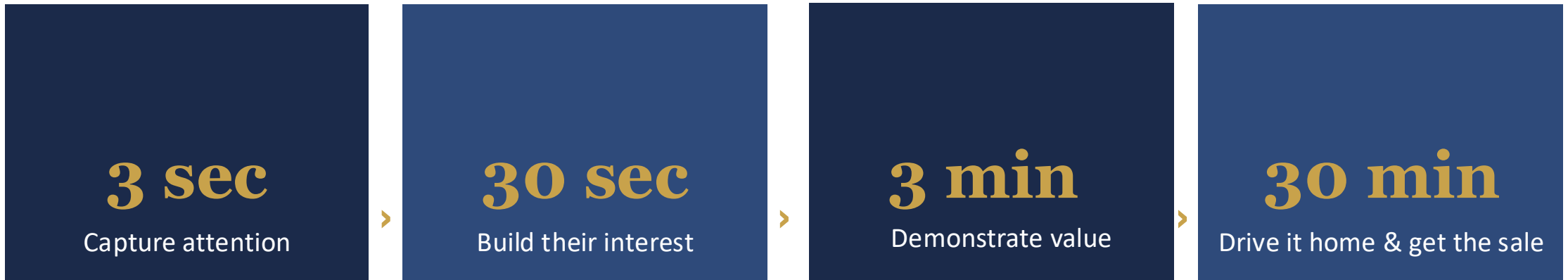
SAY

"We help manufacturers reduce equipment downtime by providing certified maintenance technicians within 24 hours."

Business outcomes matter. Buyers remember the problem you solve — not your tenure.

The 3 / 30 / 3 / 30 Elevator Pitch Concept

An elevator pitch on steroids, each stage earns you the next.



Newspaper headline analogy

- Headline grabs you in 3 seconds.
- The first two paragraphs hold you for 30 seconds.
- The rest of the story on page 6 fills in 3 minutes, structure your capability statement the same way to maximize opportunities.

Build Your 30-Second Elevator Pitch

30
SECONDS

- 1 Who you help
- 2 What problem you solve
- 3 Why you're different
- 4 One measurable outcome

EXAMPLE

"We help large manufacturers reduce production interruptions by providing rapid-response industrial electrical services across the Midwest. As an NVBDC-certified veteran-owned business, we combine technical expertise with disciplined execution that keeps production moving."

Update Your Marketing Materials

Everything a buyer might check should reflect your very best work.

Professional Capability Statement

Updated Website

LinkedIn Company Page

Executive LinkedIn Profiles

Digital Brochure

Case Studies

Testimonials

Corporate References

QR Codes

Presentation Deck

Business Cards

One-Page Line Card



PHASE 3 • 30 DAYS BEFORE

Schedule Meetings & Practice

Don't wait until the conference. Reach out beforehand.

Reach Out Early, Then Rehearse

SCHEDULE MEETINGS

Don't wait until the conference — reach out beforehand.

"I noticed we'll both be attending the NVBDC Matchmaking Conference. I'd appreciate the opportunity to introduce our company during the event."

PRACTICE UNTIL IT'S NATURAL

Role-play real scenarios

Practice your introductions

Practice handling objections

Practice difficult questions

Practice closing conversations

Prepare for a Two-Way Conversation

QUESTIONS PROCUREMENT MAY ASK

What differentiates you?

Who are your largest customers?

Can you scale?

What are your insurance limits?

What is your safety record?

Which quality certifications do you hold?

Can you meet our compliance requirements?

Why should we choose you?

QUESTIONS YOU SHOULD ASK

What supplier challenges are you facing?

How do new suppliers get approved?

Which supplier categories are priorities?

What does onboarding look like?

Who else should we be meeting?

What upcoming projects should we watch?

How do you measure supplier success?

What mistakes do new suppliers make?

AT THE EVENT • MATCHMAKING

Don't Sell. Have Conversations.

- Listen more than you speak
- Ask better questions
- Take notes as you go
- Look for real opportunities
- Respect everyone's time
- Leave every meeting with a next step



Work the Whole Room

Meet more than the buyers — opportunity travels through the entire ecosystem.

Corporate buyers

Current suppliers

Prime contractors

Government agencies

Industry partners

Service providers

Other veteran businesses

Sometimes the best opportunity isn't the buyer — it's another supplier.

Own Your Space in the Veterans Marketplace

DON'T

Sit behind the table and wait for people to come to you.

DO

Stand up and stay visible

Smile and be approachable

Start conversations first

Invite people into your space

Ask genuine questions

Collect information

Schedule follow-up meetings

FOLLOW-THROUGH

Capture Everything — Then Follow Up Fast

Immediately after every meeting, write down:

Name	Title	Company
Discussion	Needs	Pain points
Action items	Follow-up date	Opportunities

48 HOURS

The 48-Hour Rule — every conversation gets a follow-up within two days.

Thank-you email · LinkedIn invite
Requested information
Capability statement · Case studies
Book the next meeting

AFTER THE EVENT

The Real Work Begins After the Event

Many companies stop. Top performers begin.

Corporate relationships are built through:

Consistency

Persistence

Professionalism

Value

Trust

Follow-Up

Your Event-Readiness Checklist

✓ **Company Readiness**

Capability statement, website, brochure & business cards

✓ **Procurement Readiness**

NVBDC cert, SDVOSB status, NAICS, UEI, insurance & W-9

✓ **Corporate Research**

Top 20 targets, procurement contacts & supplier openings

✓ **Meeting Preparation**

Elevator pitch, value prop, questions & success stories

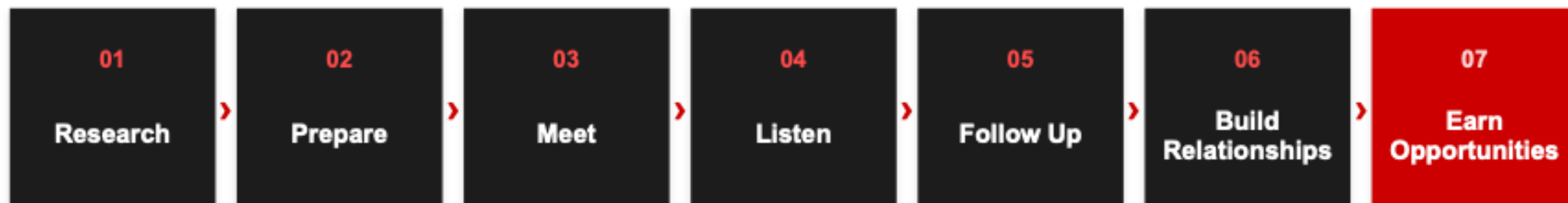
✓ **Veterans Marketplace**

Booth, signage, QR codes & lead-capture ready

✓ **Follow-Up Plan**

Thank-you notes, CRM entry & scheduled next steps

The Formula for Success



Research → Prepare → Meet → Listen → Follow Up → Build Relationships → Earn Opportunities

People Buy People

Before a corporation buys your product, they buy their confidence in you. Relationships open the door long before capabilities close the deal.

Be authentic — don't play a role

Listen more than you speak

Ask thoughtful questions first

Solve problems, don't pitch

Respect every role in the room

Never criticize competitors

Be memorable for professionalism

Always end with a clear next step

People don't do business with logos. They do business with people they know, like, and trust.

Don't Get Discouraged by Silence

No response doesn't always mean no interest. Procurement teams juggle thousands of suppliers and competing priorities.

Don't take silence personally

Sales cycles run months, not days

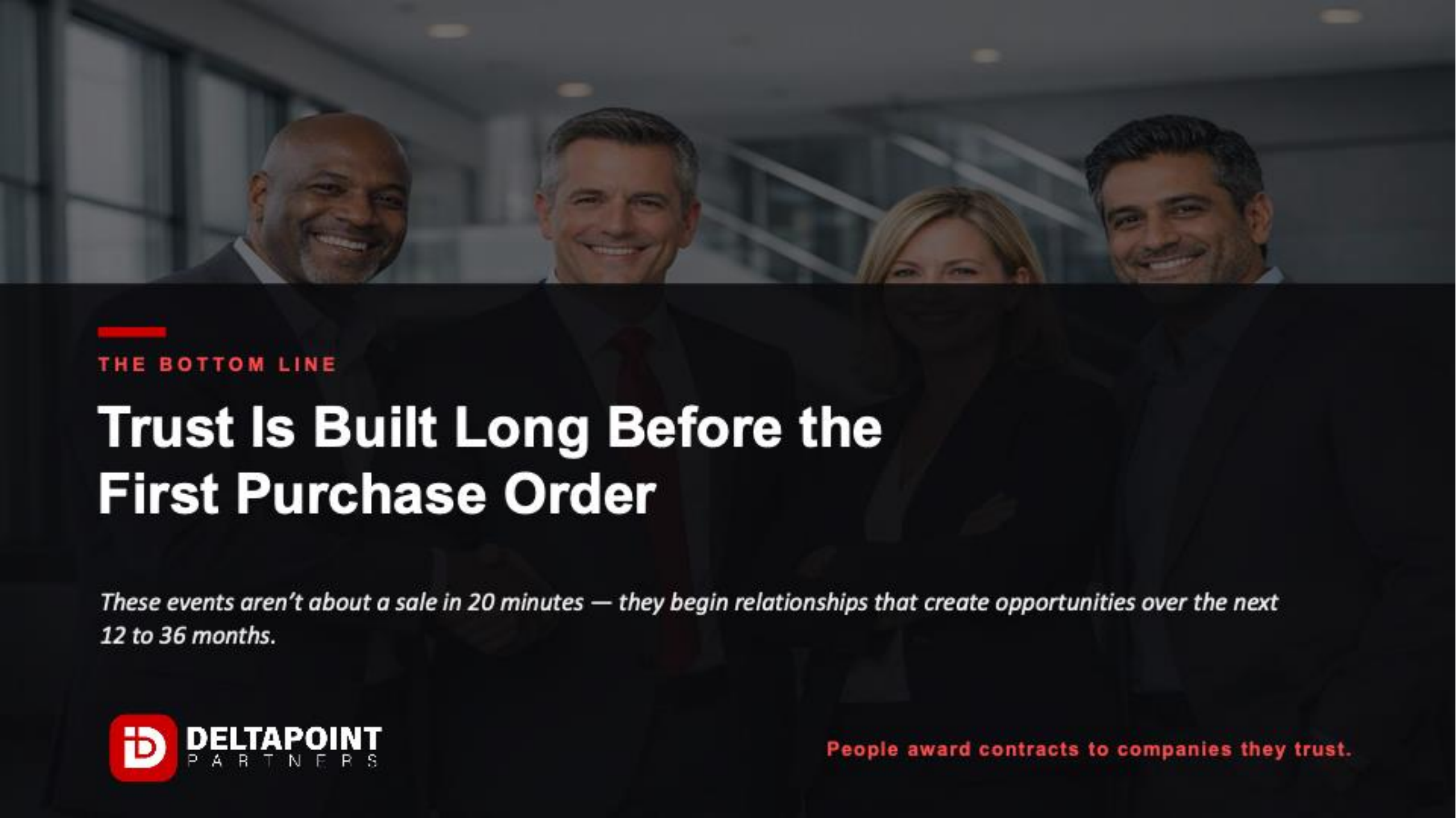
Persistence yes, nuisance no

Always add value in follow-up

Stay visible without overwhelming

Track every touch in your CRM

A “no” today may become a “yes” six months from now. Most opportunities are lost not because a supplier was rejected — but because they gave up too soon.



THE BOTTOM LINE

Trust Is Built Long Before the First Purchase Order

These events aren't about a sale in 20 minutes — they begin relationships that create opportunities over the next 12 to 36 months.



People award contracts to companies they trust.



Please Feel Free To Contact Us.

For Any Questions You may have!



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Q & A



NVBDC Office Hours

Not another webinar. A small-group conversation.

Join small-group conversations where you can bring questions and priorities specific to your business, hear what others are working through, and connect directly with experts in:

Artificial Intelligence • Cybersecurity • Marketing + Conference Prep

Choose one topic or move between conversations.

Wednesday
September 16
1:00 PM ET

REGISTER NOW >

Space is limited!



Ask Questions • Hear From Peers • Get Expert Guidance • Leave With Next Steps

Register Now!

2026 National Veteran Business Matchmaking Conference and Veterans Marketplace

October 4–6, 2026

MotorCity Casino Hotel | Detroit, MI



REGISTER NOW



Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Thank You For Joining Us Today!

**Preparing for Corporate Procurement
Matchmaking**

