



Ten for Preparing to Meet with a Wholesale, Commercial or Industry Buyer

Revised and Summarized from a 5/19 report:

<https://business.thomasnet.com/lp-abcs-of-making-the-industrial-buyers-shortlist>

1. Value Proposition or Sustainable Competitive Advantage
2. Ownership:
 - a. Structure,
 - b. Who,
 - c. How Much,
 - d. History
3. Numbers:
 - a. Sales,
 - b. Financials,
 - c. Employees,
 - d. Credit,
 - e. Quantity,
 - f. Specifications,
4. Certifications:
 - a. Safety,
 - b. Inspections,
 - c. Quality Control,
 - d. Green/ Environmentally Friendly,
 - e. Registrations,
5. Current Buyers of your Products with Delivery Performance
6. Facilities and Equipment on Site
7. Associations or Connections to Suppliers/ Made in USA?
8. Work or Product Samples
9. Intellectual Property Protection
10. News:
 - a. Reports,
 - b. Reviews,
 - c. Awards

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