



Buyer Conversation Starter

Overview

This flyer is a quick-reference guide designed to help you confidently start conversations with public sector buyers. Whether you're reaching out for the first time or reintroducing your company after getting listed in their Marketplace, these conversation starters are meant to open doors, highlight your value, and build relationships.

How to Use It

These templates are designed to save you time and make your outreach more effective - especially when you're not sure how to get the conversation going.

- **Copy and personalize** the scripts to fit your offering and tone
- **Use them in emails or phone calls** when contacting buyers
- **Include your statewide contract number** to make purchasing easy
- **Follow up regularly** - buyers are busy, and a gentle nudge helps!

Examples

INTRODUCE AND ENGAGE

Hello [Buyer Name],



I'm reaching out to introduce our company [Supplier Name], now available in [Program Name, ie. NJSTART] under [Contract Name or Number].

We specialize in [brief description of your products or services].

What challenges can we help solve?

HIGHLIGHT YOUR SOLUTION

Hello [Buyer Name],



I want to let you know about our [product/service name] offered through [Contract Name or Number].

This is a cost-effective solution for [problem solved].

Let me know if you'd like more information or a quote.

MARKETPLACE ANNOUNCEMENT

Hi [Buyer Name],

I hope this email finds you well. My name is [Your Name], and I'm reaching out on behalf of [Your Company Name]. We are now listed in the [Program Name, ie. NJSTART] Marketplace under [Contract Name or Number], and I wanted to personally introduce our products and services.



At [Your Company Name], we specialize in [brief description of products/services offered], and we are excited to support public agencies like yours in achieving [mention specific needs or goals relevant to your product/service].

Here's How to Explore Our Offerings:

- Visit the [Program Name, ie. NJSTART] Marketplace and search for [Your Company Name] or [Contract Name or Number] to view our catalog.
- If you have specific product needs or would like a customized quote, please don't hesitate to reach out to me directly. I'm happy to assist with navigating the system or providing more details about our solutions.

I look forward to connecting with you and helping you find the best products/services for your agency's needs. Please feel free to reply to this email or contact me directly at [Phone Number].

VOICEMAIL SCRIPT

"Hi [Buyer Name], this is [Your Name] from [Company Name]. I just wanted to introduce our company - we're now listed in the [Program Name, ie. NJSTART] Marketplace under statewide contract [Contract Name or Number].



We provide [brief description of product/service], and I'd love to connect to learn about your needs and how we can support your agency.

Feel free to reach me at [Phone Number] or check out our catalog online. Looking forward to connecting!"

Support

Need Help or Have Questions?

We're here to support your success in our Public Procurement Programs.

Email our Supplier Support Team: suppliersuccess@mdfcommerce.com



Visit our Supplier Success Resource Page:

Thank you for being a valued part of our supplier community!

Our Supplier Success team is here to support your public sector growth.