

**YARE**  
YACHTING AFTERSALES & REFIT  
EXPERIENCE



# B2C

TIPS & BEST PRACTICES  
FOR COMPANIES



# B2C MEETINGS

## TIPS & BEST PRACTICES FOR COMPANIES

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The B2C Meetings are planned by an **online matching system** where both Companies and Captains register their profiles, specifying preferences in terms of business area of interest (Captains) and Captains' features as vessel length, nationality and so on (Companies).

These information are **matched** by the system, therefore the more specific you are in selecting categories, the more interesting your agenda will be.



# B2C MEETINGS

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The scheduled meetings will last for around **15 minutes** each: this length is enough to understand the real chances for a business relationship.

You can easily manage all the Sessions of B2C Yare 2021 from the **Official Yare Mobile App**.



Your **agenda** will be available in your reserved area **few days before** the event. The matching system works through different steps.



**PROFILING SESSION**



**LIKE SESSION**



**MATCHMAKING & MEETING**

# STEP 1. PROFILING SESSION

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Complete or update your **company** data

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Create your **company page** that will be seen by Captains

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Insert details about the **category** of your company and the business field

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Indicate the **Captains characteristics** according to the target that you wish to meet during face-2-face meetings **B2C Meet the Captains**

## STEP 2. LIKE SESSION

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See the entire **name list** of the **Captains**

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**Exclude up to 7 Captains** names that you would **not like** to meet

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Get an sms by the captains that express a **Like** for your company

# STEP 3. MATCHMAKING & DIRECT CALL

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The **Matchmaking** is the session of work that leads to the best meeting agenda.

During the Matchmaking session you can receive **Direct Calls** from **Captains** wishing to meet you. If a Captain will send a Direct Call on you as a direct choice, you will receive a **SMS notification**: you will be able to see the invitation through your B2C Matching Reserved Area deciding whether to accept the meeting or not. This could generate extra meeting, that could be inserted in your **agenda** according to your free slots.

If you **accept**, the meeting will be **scheduled** in your **meetings' agenda**, according to time availability.

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