



Selling to Corporations



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Omaha, Nebraska*



*Federal Reserve Bank of Kansas City
Small Business Day
Presented by: K Watson Group, LLC*

Why Sell to Corporations?

- Increase Revenue Growth
- Diversify Client Base
- Improve Brand Value
- Expand Market Potential



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Why Buy From Small Biz?

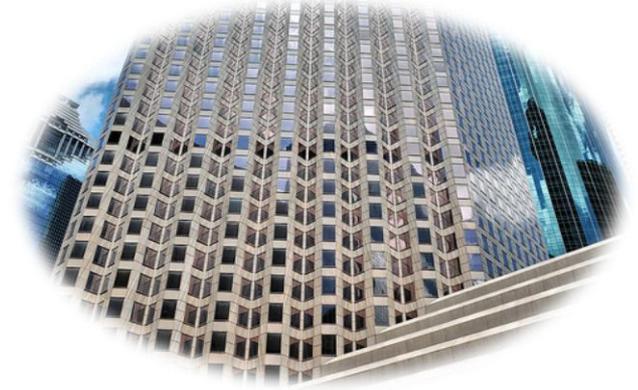
- Innovation and Creativity
- Teaming Relationships
- Corporate Responsibility
- Diversity Goals
- Customer Service



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Getting Started

- Market Analysis
- Risk Assessment
- Brand Management
- Strategic Planning
- Certifications



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Corporate Dating

- Supplier Registry
- Procurement Meetings
- Advertising Campaigns
- Industry/Trade Conferences
- Network Groups



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Managing the Relationship

- Respond Formally & Timely
- Delivery is Key
- Consistency Matters
- Stay Connected
- Be Proactive



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