Selling to Corporations

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
Why Buy From Small Biz?

• Innovation and Creativity
• Teaming Relationships
• Corporate Responsibility
• Diversity Goals
• Customer Service
Getting Started

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

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

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