

Marketing Inspirations

Best Practices for Small Business

July 2011

Upcoming Events

JULY

12th – Business Marketing and Social Media Strategies

27th – FPA Presentation
“Business Killers: Avoiding the 6 Mistakes that Can Destroy Your Client’s Business and Future”

AUGUST

24th – FPA Meeting

SEPTEMBER

6th - 9th – ASBDC Annual Conference
12th – SCES Annual Gala
19th – FPA National Conference

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3 Ways to Build Key Relationships



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Looking for ways to generate contracts with corporations and government agencies? It’s a wish list for many small businesses looking for new revenue streams but preparing for procurement work is a different mindset. Understanding the registrations, certifications, rules and procedures can be daunting, so taking a few steps back to assess readiness is critical to having success.

As a starting point, establishing key relationships helps navigate the unknown areas of following the right path or simply walking in circles. Identifying your business “fit” within vendor databases, NAICS and SIC code systems is a starting point, but once the registration is done, then what?

Research local sources for agencies that you want to provide services. Once you identify the departments assigned for vendors, look for guidance on the best way to get started. Taking training classes are helpful because you hear from contract specialists and often meet successful business owners who know how the system works to secure contracts. Great to hear first hand advice from someone else who started where your company might be today!

Update marketing information to demonstrate the image your company should represent. Presentation materials should be visually appealing and clearly describe the company’s core competencies, services and examples of past work performance.

Attend venues to meet with procurement and contract specialists. These scheduled events are posted on procurement agency websites and create face to face opportunities with people you want to know about your business. Follow up with key contacts to remind them of your company’s products and services periodically. This is a great opportunity for feedback on matching your business need with their procurement needs, what is planned in the future and how to stay in touch.

Are you meeting your professional and work/life balance goals for 2011? Our team offers personalized coaching to help reduce stress, gain significant efficiency while enjoying better balance with your demanding schedule. This 24 week customized program includes one hour weekly sessions with follow up assignments for serious minded professionals. Contact business@advisorbusinessolutions.com or call 562-439-4804 to schedule a 30 minute complimentary coaching assessment appointment.