



Tap Into Diversity Markets

Benefits of Becoming WBE Women Business
Enterprise Certified

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Government Certification

Every city and state has different requirements.

- City
- State
- Federal
- Generally, the easier to get, the less valuable.
- Get more information at:
- <http://www.womenbiz.gov>



Corporate Certification

- WBENC-Women Business Enterprise National Council (www.wbenc.org)
- Corporate certification: Highly regarded by major corporations
- Harder to get, but more valuable for obtaining big corporate contracts



Certification Titles:

- WBE women business enterprise
- MBE minority business enterprise
- Can have multiple certifications



Why Corporations Want To Work With WBE

- **Women are their key customers**
- **Increased market share:** Using women vendors helps them better understand and attract women customers
- **Contract requirements:** Corporations need women sub-contractors to win both government and corporate contracts.



More Reasons

- Process and product improvement: Women provide valuable input, look at things differently, question more.
- Regional Growth: Want to grow their local presence by working with women.



Are You A Good Candidate?

- Business must be 51% women owned
- Must be managed on a daily basis by a woman
- You sell business to business
- You target large corporations
- You can finance large orders and meet their requirements
- Willing to share your financial information



Where to Begin

- Check with your city and state for their requirements
- Visit the web site wbenc.org:
 - Review the documentation you'll need
 - Gather all the documentation before you begin
 - Make a folder with all the documents



Big Mistakes to Avoid

- Sending an incomplete application
- Starting the process prior to gathering all the documentation
- Postponing the process- May miss out on big opportunities



Apply For Additional Certifications

- Women who are minorities should get two certifications. Check with the NMSDC (National Minority Supplier Development Council).
 - www.nmsdc.org
- The more certifications you have the better
- Investigate local, state and federal requirements



After You Apply

- Expect the process to take three to six months
- You will be notified that your application has been accepted
- You will be required to have a site inspection



Marketing Your Certification

- Send an announcement to all your current customers
- Send an announcement to former customers
- Post it on your web site
- Put it in your email signature line
- Create a one-sheet with the benefits of working with a WBE



Research

- Research the companies you would like to do business with
- Start slowly Choose 5-10
- Visit their web sites
- Understand their challenges
- Look for triggering events
- Get on their company databases
- Contact the diversity director



Form Alliances

- Develop alliances with other WBE to win corporate contracts.
- Ask your current customers that value your WBE what additional services they would like you to offer.
- Who markets to your accounts but is not a direct competitor?



Diversity Events

- Major certifying organizations host supplier diversity events
- You attend and get to meet representatives from corporate and government agencies



“Matchmaker” Meetings

- Pre-arranged matchmaker sessions are a key component of these events
- To participate: Check the shows web site and submit an application
- Research the companies of which you’ve been matched
- Go prepared-understand their needs



Follow-up Fast

- Follow up quickly
- Send a handwritten thank you note to key contacts
- Include a branded promotional item that shows you believe in what you sell
- Continue to follow up in variety of ways: phone, email, letter



More Information

- Certifying Organizations
 - Women's Business Enterprise Council:
www.wbenc.org
 - National Minority Supplier Diversity Council:
www.nmsdec.org
 - Government information:
 - www.womenbiz.gov



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About Your Presenter



- Rosalie Marcus, The Promo Biz Coach teaches women in promotional products sales how to work smarter and boost their sales and income.
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