

# WANT TO WORK WITH GLOBAL CORPORATIONS? WHITE PAPER FOR SME'S



- Ask questions
- Show passion for your business
- Know your core competence.
- Highlight YOUR advantage vs large corporations (ie fast, innovative etc.)
- Certify your business as diverse with associations and/or agencies where available
- Be patient
- Do your homework (know where to fit in a corporation)
- Know your competition (strengths & weaknesses)
- Partner with other diverse owned businesses
- If responding to an RFX, get a full understanding of requirements



- Make false promises
- Go below your value
- Expect to be treated different because you're a diverse owned business
- Submit incomplete responses if responding to an RFX



## Obstacles

- Geographical reach – geo coverage insufficient for multi region or global RFX's
- Know which certificates are needed (ie ISO, security or other)
- Social & environmental system missing
- Healthy balance sheets (ie Dun&Bradstreet reports etc.)
- Size of the company for breadth & depth of work requested too small
- Challenge to beat experience/qualifications/ references in scoring factors vs established suppliers