

*Don't get pushed around, taken advantage of, and led down a path to nowhere—*

## **WHAT NO ONE WILL TELL YOU ABOUT WORKING WITH LARGE CORPORATIONS**



*Are you a small business owner or tech entrepreneur who's landed a major corporate client?*

*Congratulations, that's a big win! Yet it can also be a huge challenge... You're on a new playing field, in a different kind of game, with a different set of rules.*

*They speak a different language. They get to call the shots and they don't always play fair.*

*The harsh reality of being a small business working with a larger one, is that you are always at a disadvantage. Your team is smaller, less experienced, and resources are limited.*

*You believe in doing whatever it takes, but they have rules they expect you to follow. You're stretched to your limits... running as fast as you can to keep up. And they want to waste your time, money, and resources on seemingly endless documentation and tracking.*

*It's costing you more to play and they're making you wait forever to get paid.*

## **AVOID THESE MISTAKES AND YOU'LL STEP AHEAD OF YOUR COMPETITION...**

Here are three of the biggest mistakes I see small companies make over, and over again.

### **1. RESPECT THE DEADLINES**

Failure to respect the schedule or a deadline is costly and may disqualify you outright. If you can't make the due date, ask for an extension. There's a very high probability that if you submit late you will have wasted all the time, money, and resources that went into producing your proposal. Don't be late.

### **2. FOLLOW THE INSTRUCTIONS**

Failure to follow instructions to the letter. This one shouldn't even make the list, but it does. The bar is set higher in this arena. It costs more to play. Don't make the mistake of thinking, "They don't really need that." If they asked for it, they need it.

### **3. GET IT IN WRITING**

You always need a contract, purchase order, task order, or some form of a written and signed agreement. When can you go on a "verbal"? Anytime you're comfortable with not getting paid for the work you do or the products you deliver.

# 10 “INSIDER SECRETS” that will ease your pain...

Critical nuts-and-bolts, street-level intelligence you can use immediately to help strengthen your position. Pay attention to these and you'll stop wasting valuable time, money, and resources.

## 1. GET YOUR FOOT IN THE DOOR

In most industries, the fastest way to get your foot in the door is through the product development and engineering departments. Procurement people have fought this since the beginning of time... but, it's still true.

## 2. KEEP YOUR EYE ON THE CALENDAR

Watch the calendar like a hawk. Non-negotiable items mysteriously become negotiable near the end of a quarter and especially at year-end. Find a way to help them increase their quarterly sales and you'll have a new best friend.

## 3. SELECTIONS ARE MADE BY TEAMS

Big transactions are conducted by teams of five to seven people. This increases their risk aversion because nobody wants to be blamed for a bad decision. Winning over one person is only part of the job. Find and get to know as many as you can.

## 4. BEWARE THE SILO

“Silos” that don't play well with each other exist within their organization. Awareness is crucial. You can easily get caught in the middle of competing departments.

## 5. EVALUATORS AND APPROVERS

There are evaluators and approvers. Evaluators “score” your proposal, while approvers give the thumbs-up or thumbs-down. Learn to spot who you're dealing with and understand each has a different perspective.

## 6. ALWAYS FOLLOW-UP

Nobody follows-up. Don't avoid it because you're afraid of bad news. And don't ever make them chase you down. Because when the iron is hot, it doesn't stay hot for long. Many times, a simple follow-up call may trigger the result you're looking for.

## 7. DON'T ASSUME THEY KNOW

A lot of people you will encounter in a big corporation will have no earthly idea why they're doing what they're doing. They just know it's the way it's supposed to be done. It's their “coggy” role in the big machine. Find someone who sees the big picture.

## 8. “THE NUMBERS” RULE EVERYTHING

Making the numbers is almost the only thing that matters in large corporations. “The Numbers” include quarterly results, sales, revenue, share price, performance metrics. And they affect jobs, salaries, and bonuses to name a few. Help them make a difference.

## 9. IT IS NEGOTIABLE

Their “standard” boilerplate Terms and Conditions can be changed and they are negotiable. However, I didn't say it's easy. Choose wisely and choose judiciously.

## 10. ALWAYS ASK!

What's the easiest way to get information? ASK! People love to talk about what they're doing. And... we humans are hard wired to try to answer a question when asked. Stir that together with a little tactical forethought and you'll come home with a bag full of answers.

In my previous life, I was one of them...a wheel in the bureaucracy working with contractors who struggled to meet the demands our company placed on them when they did business with us. That gave me a front row seat to the pain well intentioned business owners were experiencing, and unique insight into how they can avoid it.

Can you relate to any of these challenges?

- ▶ You've exhausted resources producing proposals that went nowhere
- ▶ You keep responding to requests that never seem to end
- ▶ You feel like you've signed your rights away and agreed to things you shouldn't
- ▶ Maybe you're even having trouble getting paid while your cash is flowing out the door?

## Sound familiar? I can help.

I'm Jeff Meister – Your Small Business Wingman...

When I was on the other side, I coached hundreds of small companies... helping them raise their game and earn more business. I can do this for you too.

Do this right and you can crush it. Get it wrong... you're getting crushed!

**Don't wait... visit [MPACTgroup.net](http://MPACTgroup.net) today and schedule a call so we can find ways to avoid the pitfalls and navigate the obstacles you're facing!**

