



SMALL COMPANY, BIG BUSINESS 5-STEP PROGRAM

STEP 01



STEP 01

Understand Your Buyer

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UNDERSTAND YOUR BUYER



Before you can successfully work with your big customers, you have to understand them.

70% of small business owners tell us that they have problems knowing and understanding what is expected of them when they try to deal with large corporations.

If you don't understand what they expect, how can you give them what they want?

Step 01 of our program helps you to understand how big customers think, how they do their buying, portfolio risk, how supply chains work - why they would or won't buy from you.

CONNECTING SMALL
BUSINESS TO BIG
BUSINESS



5-STEP PROGRAM

01

