

WINNING BUSINESS FOR YOUR BUSINESS



Richard A. Huebner

We will explore...

- ▣ Changing Expectations
- ▣ Finding Opportunities
- ▣ Formula for Success
- ▣ Steps to Winning Business
- ▣ Questions & Answers

COVID-19 Changes

- ▣ Suppliers Near – Multiple Business Partners
- ▣ Remote Workforce & Access
- ▣ Technologically Adept
 - Expand Online Presence
 - Improve Remote Capabilities
 - Ecommerce, Information, Communication
- ▣ Visibility and Relationships

Changing Expectations

Redefining Your Value

**Products &
Services**

Solutions

**Leadership
Partnership**

What Customers Want

“We are not going to let challenging economic times weaken our commitment to diversity-either in our workforce, or in our use of small or minority and women-owned suppliers. This is not a feel-good business decision on our part. It’s not corporate philanthropy. This is simply good, sound, practical business. Supplier diversity makes even more sense in tough times than in boom times. Because in more difficult times we need every cost saving, every ounce of ingenuity and every competitive edge we can get. These are some of the advantages of supplier diversity.”

David M. McClanahan, President & CEO, CenterPoint Energy

Opportunities

Attract
Them



Make
Them



Position for Success

Top Down



Bottom
Up

Success Formula



Information

+

Insight

+

Relationships

=

OPPORTUNITY

Stepping Stones to Success

- ▣ Know Your Market
- ▣ Know Your Customers
- ▣ Maximize Your Value Proposition
- ▣ Maximize Your Visibility
- ▣ Build Relationships
- ▣ Sell Your Solution



The Story



Your Stones



Diamond



Changes

Working at Home, Cost Cutting, Technology, Social Distancing, Virtual Contacts, Regulatory, Promising Economic Rebound Over Time

Today

Seeking Ease, Delight, Capacity, Safety, Capability, Competitiveness, Collaboration/Partnership, Leadership, Innovation, Local Operations, Financial Health, Ability to Connect, MBEs

Diamond reminds us to live on the cutting edge

Emerald

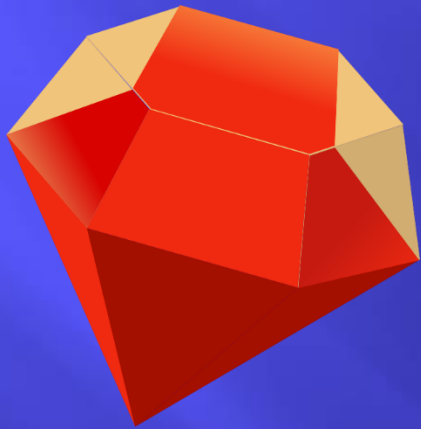


Value Proposition

- What is your Value Proposition?
- Know your Customer
 - What do they need?
 - What aren't they getting?
 - What is coming next?
- Know your Product and Service
- Know your Competitor
 - What differentiates YOU?
- Know how you make things better
 - Is your value compelling?
 - Pricing Strategy

**Emerald reminds us to look for
the GREEN!**

Ruby

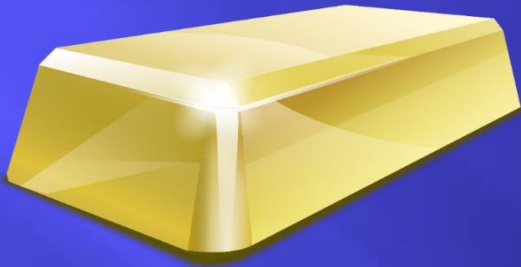


Trust

- Relationships First!
- Not who you know, but who knows you?
- Coming Face to Face
- Teaming
- Bringing Business to the Table
- Do What You Say!
- Lead!

Ruby reminds us to relate from the HEART

Gold



Visibility

- Certification & Databases
- Chambers & Others
- Marketing/ Advertising on Google Ads, LinkedIn, Amazon, Ebay
- Website & Testimonials
- Be Bold, LEAD not Follow
- Set the Standard, Be the Expert
- Be Present, Be Deliberate, Connect
- Focus on What's Next

Go for the GOLD!

Steps to Success

Be the Best! Be Out Front!

Diamond reminds you to be aggressive about change!

Maximize Your Value Proposition

Emerald reminds you to step up, see green, and lead the way not by following trends, but making them.

Build Trust Relationships

Ruby reminds us to have heart & take the high road.

Stay Visible & Exceed Expectations

Go for the Gold in all you do!

QUESTIONS?

Thank You!



Richard A. Huebner
r.huebner@sbcglobal.net
713-443-9544