

HOW TO PLAY IN THE BIG LEAGUES

Are you looking to sell your products or services to large multinationals, such as UPS, Disney and Coca-Cola? You have options. The Business Women in International Trade (BWIT) team and the Trade Commissioner Service offer their expert insights:

Tap into supplier diversity opportunities

"Research your target companies to find out whether they have a supplier diversity program. Many corporations in the U.S. have programs to purchase products and services from women-owned businesses. To qualify, your firm must be certified as 51% or more women-owned. We've seen many women achieve success by pursuing this route," says Josie Mousseau, Deputy Director of BWIT.

Start in Canada to sell abroad

"Ask your buyer contacts in Canadian subsidiaries to connect you with the company's buyers in your target market," says David Weiner, Canada's Senior Trade Commissioner in Dallas, Texas. "When targeting emerging markets, position yourself first as a supplier to multinationals that have North American headquarters in the U.S. to get in the door."

Enhance your value through a partnership

"Form a joint venture with other small firms. Large multinationals want one-stop shops—not 50 different suppliers. If they can reduce costs, streamline the supply chain and get access to innovative solutions, they will do business with you," says Weiner.

Participate in missions and events

"The annual Women's Business Enterprise National Council (WBENC) National Conference and Business Fair, along with the Go for the Greens Business Development Conference for Women Entrepreneurs, provide introductions to buyers with a strong foothold in global supply chains. They also come with the expert support of trade commissioners, including the BWIT team," says Mousseau.

Explore the big leagues. Join our next business women's trade mission. For information, tradecommissioner.gc.ca/womenstrademissions.

PITCH PERFECT

Still working on your pitch and trying to get it right? We turned to two experts for advice: a business woman who is a client of BWIT and a seasoned trade commissioner.

Angela Civitella, Certified Business Coach, INTINDE

- Shortlist the companies you wish to approach. Know what needs you can fulfill.
- Study their corporate culture. Your message should demonstrate that you understand them.
- Know your presentation cold. Make sure it is seamless, and not rehearsed.

Lisa Stockley, Consul and Trade Commissioner in Atlanta, Georgia

- Research the person you are going to meet. Study them on LinkedIn, Twitter and YouTube.
- Know how you stack up to the competition and highlight why your product or service is better.
- Practice. You can never pitch too many times. Record yourself speaking so you can improve your delivery.
- Make sure your numbers add up on your money slides. Show why your product or service is something they can't live without.
- Be polished. Be confident. People remember pitches with personality.

Need advice on a pitch? Contact a trade commissioner at BWIT.



"As the Chief Trade Commissioner, I've had the pleasure to meet many business women during my international and domestic trips. From the U.S. to Israel, Scandinavia, Africa, Asia and many regions of Canada, I am always amazed by your dedication, enthusiasm, and devotion to growing the Canadian economy through trade and investment.

Canadian business women are making a strong impact in many sectors of our economy which translates to jobs and prosperity for all Canadians. Keep up the good work!"

Susan Binoletto, Assistant Deputy Minister of International Business Development and Chief Trade Commissioner, Global Affairs Canada

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