

➔ Clik-Clik Systems Inc.



Who: Robina Bernard, President

What: Clik-Clik creates magnetic hanging systems that make it safe and easy to hang signs and decorations in retail, business and industrial settings.

When: Several years ago, Walmart and Safeway supplier diversity officers asked Bernard to present her display systems to them at a trade show in the United States. When they discovered Clik-Clik was not

a certified women-owned business, they cancelled the meeting. The experience convinced Bernard to get certified.

Where: "We have customers in Australia, Israel, Italy, Japan, the United Kingdom and the United States now," she says. "We're just touching the surface. We want to sell worldwide."

Why: "I feel honoured to be one of the first companies certified as a women-owned enterprise. My candle has not dimmed on what it can do for us."

How: Bernard says the key to success lies in listening to what your customers want. "If you have a good product and you've honed your selling skills, you can't help but succeed."

www.magmover.com
Mississauga, Ontario

➔ Telelink



Who: Sydney Ryan and Cindy Roma, co-owners

What: This in-bound call centre specializes in providing customer service and business assistance, including tracking and supporting safe road travel, for companies large and small.

When: Telelink's roots go back 45 years when the company took

messages for doctors and plumbers. Today, there are 147 employees.

Where: More than 40 percent of the company's business is in the United States. Telelink also serves clients in England and Russia.

Why: "Our certification, combined with our ISO status, has given us an absolute competitive advantage in our industry," says Ryan. "On top of that, getting to know other women certified companies has opened up a whole new group of prospects for us."

How: "There is so much government support and expertise out there to help women in business—from developing your export plan to financial assistance. Work with the Trade Commissioner Service; they know the markets. Don't be too proud to tap into those opportunities. We still do."

www.telelinkcallcentre.com
St. John's, Newfoundland and Labrador

➔ BrenKir Industrial Supply



Who: Anne Whelan, President

What: BrenKir manufactures industrial supplies such as protective equipment, industrial workwear and firefighting equipment.

When: The company became certified in May 2010.

Where: The Newfoundland and Labrador-based company is export-ready and focusing efforts on the north-eastern United States.

Why: "You need to understand the full value of certification. Build it into your business development strategy. Educate your sales force and your buyers about supplier diversity," says Whelan.

How: "Make sure your voice is heard in your industry," adds Whelan. "Sit on industry committees and raise awareness about diversity."

www.bren-kir.com
Marystown, Mount Pearl and Placentia, Newfoundland and Labrador

10 tips for creating the perfect pitch

When you meet a potential buyer for the first time, you may have as little as 60 seconds to get their attention. Having the perfect pitch is essential to making a good first impression. Take the time to craft your pitch with these 10 tips:

- 1 *Know* your audience and how your product or service can meet its needs.
- 2 *Ask* the buyer questions first, then customize your pitch.
- 3 *Sum up* your product or service in a few sentences.
- 4 *Make* your message memorable so the buyer will remember you.
- 5 *Distinguish* what makes you stand out from the competition.
- 6 *Detail* your value proposition by using examples to demonstrate why your product or service is superior.
- 7 *Design* messages to leave a specific impression, such as, "this company is committed to quality and customer service."
- 8 *Explain* why your product or service can best meet the buyer's needs.
- 9 *Stay out* of the weeds. Don't delve too deeply into details.
- 10 *Follow up* your perfect pitch with an email or phone call... often.