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HIGH VALUE TECHNICAL SERVICES

The Top Five Ways

to Stay Inspired to Grow Your Small Business

by Helen Callier, President

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Get Out and Network

- Attend expos, conferences, trade fairs, luncheons, etc.
- Gain new information via workshops, panel discussions, market materials
- Meet *new*, positive and successful people
- Talk with HUB Coordinators, Supplier Diversity Managers, Procurement Specialists

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Meet with Target Account

- Schedule meeting with HUB Coordinators, Procurement Specialists, Contract Administrators, or Best Clients
- Review best way to approach an opportunity
- Ask for critique of approach and best practices
- Listen. Listen. Listen.

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Pursue Small Wins

- Go after small projects awarded by purchase orders - $25K and under
- Create a snowball effect and boost confidence
- Build portfolio and leverage for larger pursuits
- Keep HUB Coordinator | Supplier Diversity in the loop and ask for feedback

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Review Your Successes

- Read client testimonials
- Look at contracts that represent an important win
- Walk down memory lane with your awards and recognition

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Focus on Your Vision and Big WHY

- What is the vision for your business? Where are you going and want to become?
- What is your BIG WHY? The WHY keeps you keeping on - no matter what!
- Keep your vision in front of your - always!

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Bonus Tip 1 - Renew and recharge

- Take a vacation and relax
- Do absolutely nothing
- Laugh!
- Write your inspired ideas on paper when begin to flow

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Bonus Tip 2 - Meet With a Trusted Person

- Successful Business Friend
- Mentor (SCORE, SBDC Counselor, Chamber of Commerce, NMSDC, SBA, etc.)
- Read biographies

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Bonus Tip 3 - What's in Your Hand?

- Assess your strengths, assets, relationships, and what's going well
- Keep it simple. Recognize value of what have already
- Use what you have to grow

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Thank you and Call Bradlink Today!

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