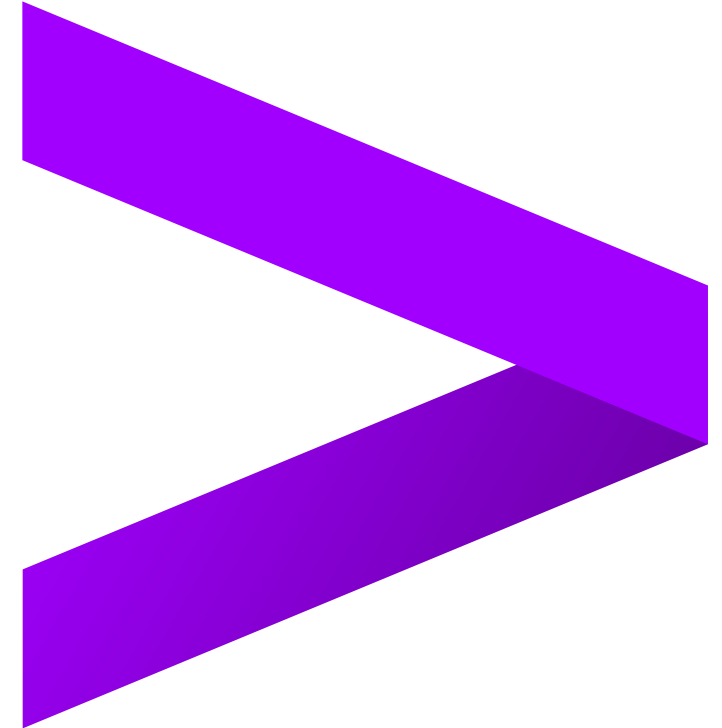


WINNING BIG DESPITE BEING SMALL

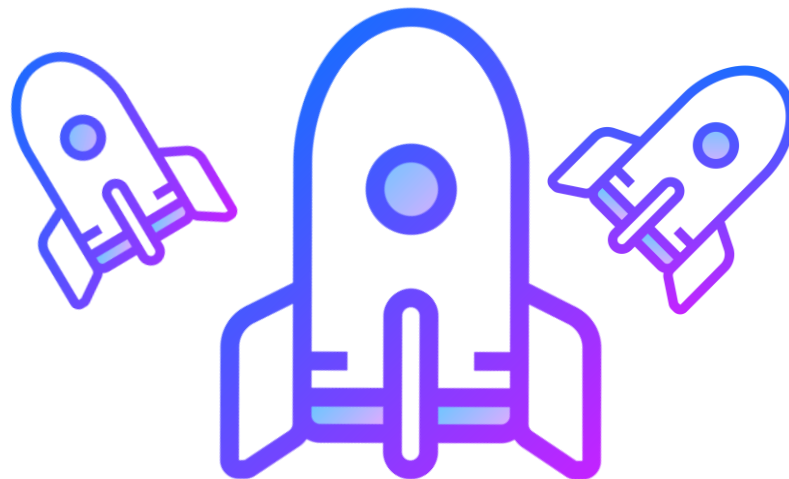
COMMERCIAL STRATEGIES FOR
DEALING WITH LARGE CORPORATES

LYNDA PETHERICK
HEAD OF FASHION
ACCENTURE UKI



UNDERSTANDING YOUR UNIQUENESS

HOW SMALL
CAN BE AGILE



RFPs WHAT MATTERS & WHAT DOESN'T



SURVIVING THE BUYING PROCESS

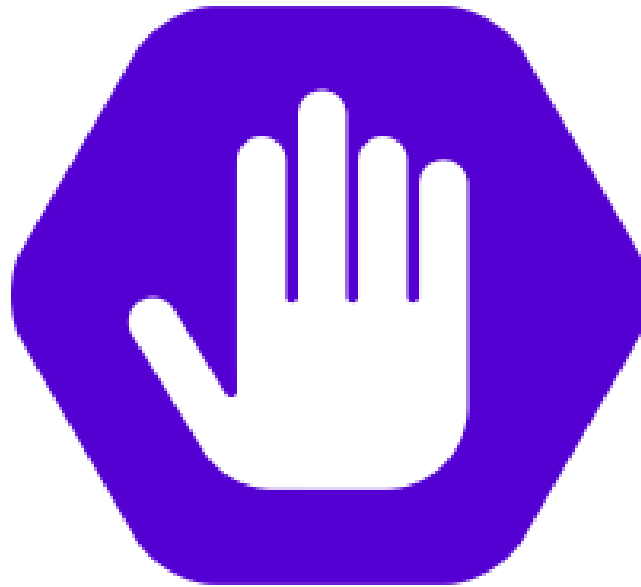
HOW TO TRANSITION TO A LONG TERM RELATIONSHIP



WHAT ARE THE SPECIFIC CHALLENGES FOR A START UP?



KNOWING WHEN TO



STOP

QUESTIONS?

