



These are informal notes from the “Top Tips for Successfully Doing Business with WEConnect International Corporate Members” session on Friday 9th November 2018

ExxonMobil

- Know our core values and company culture.
- ExxonMobil is very focused on health and safety.
- Understand the latest industry trends:
 - Sustainability
 - Digitalization
- Patience needed:
 - Structured processes
 - Complex strategies
- Be innovative: demonstrate that you’re going the extra mile.
- Be ready for operational qualification:
 - Always done by business line
 - Prerequisite for further progress
- Be ready for competitive process:
 - Tenders/Auctions
 - Multi-round negotiations
 - Total system cost-based evaluation

Goldman Sachs

- 4 Ps of marketing with an extra P for patience!
- Product: Must be unique and good. How aligned is it to our core values?
 - Goldman Sachs is very focused on sustainability, social and environmental values. If your company / product aligns to these then you will be more likely to become a supplier.
- Price: Needs to be competitive, scrutinize your costs as we will! Strip out anything where possible.
 - Keep to the channels of communication that Goldman Sachs use and utilise only the technology that Goldman Sachs allows.
- Place: Goldman Sachs is a huge company and looking for suppliers to fulfil a global or large regional scope. Therefore, it may be better to go after business with the tier 2 suppliers.
- Patience: Goldman Sachs follows strict regulated processes which aids in data and information security. This means that it takes time to follow up on business asks. Please don’t call every day to follow up, someone will come back to you. Follow up monthly as a maximum amount.

IBM

- Don't be shy! Ask questions on the RFP if you do not understand something. You never want to submit an unfinished proposal.
- Follow our values, make sure that you have social and environmental activities in your company as these correlates with IBM's values.
- Do not go below your value! You need to make money.
- Know your financial rating. If it is bad, then figure out why.
- If you are too small to cover multiple regions then look into partnering with other women-owned businesses to ensure you have full coverage in order to fulfil an RFP.

Intel

- Know your customer! Find the company profile on their website. Know their strategy and problem statement and how you will fit into this.
- Adapt your presentation and share case studies of your business. Let them know your mistakes and how you have learnt from them.
- Do your benchmarks to see the market rate as Intel will be doing them themselves.
- Be innovative and think outside of the box. Tech companies are always looking for new innovation and innovative products.

J&J

- Become involved with advocacy organisations. Get certified!
- Clearly state your "lane" (right category and what you do well). Quite often the supplier diversity individual in the company is not a specialist in products and services so they need to have as much information as possible about what you are offering in order to match you with the right specialist in their company.
- Do your research. Know the company values.
- Articulate your fit and your value proposition. Don't be afraid to walk away if the corporate is pushing too hard. You need to make money.
- Have patience and perseverance. Remind the team that you are still here but do not over chase!
- Look for ways to partner with existing J&J suppliers

JP Morgan

- How can you company add value?
- Lowest price does not always work.
- There needs to be a relationship built and this takes time.
- JP Morgan will not consider you as a partner unless you are certified.
- JP Morgan's supplier portal is very actively used, make sure your information and certification are up to date.

Mastercard

- Mastercard are looking for start ups as they rely on them for innovation.
- Mastercard is working on improving speed to onboard suppliers so are not as slow as other corporates.
- Network. There are lots of events that Mastercard participate in so go and meet people and make connections.

Morgan Stanley

- Be prepared for a last-minute interview. Make sure your presentation is ready with you're A Team on board.
- Make sure you change the company name of the presentation! This is an instant turn off!
- Put your contact details at the bottom of your email.
- Indicate that you are certified.
- Be patient, it can take time sometimes years to become a supplier.
- Be persistent but don't harass! Every couple of months follow up is suffice.
- Don't take rejection personally. You can bid again. Rejection is a recipe for perfection.
- Take risks, don't be afraid to go for an RFP.
- Fill out all the information being requested from you on the form.
- First impressions are long lasting.
- Be able to state what you do in one minute!

P&G

- Explain the value-added part of your business and why the company needs you in your pitch. (Please note P&G reiterated many of the points already stated by other corporate members).

Sodexo

- SMEs are very important to Sodexo for many reasons but most importantly it fulfils their BT2025 commitments whilst also bringing more innovation into their supply chain.
- Sodexo are focusing on regional, seasonal and British products or services.
- Sodexo brings in new suppliers by expecting you to complete tenders, meet the buyer events, requests from the business and recommendations from certified businesses.
- Expectations of SMEs:
 - Competitive pricing
 - Volume requirements
 - Audited and compliant
 - Proactive engagement with business
 - Contact with Category Manager
 - Innovation
 - Complete PQQ online portal
- What Sodexo can offer:
 - Route to market
 - Introductions to other markets via our distribution partners
 - Communication with sites to ensure uptake
 - Marketing & promotional support
 - Allocations
 - Mentoring