



Engaging Supplier Diversity

# HOW TO MEET THE PROS

The Supplier Diversity Pros, that is



## IDENTIFY COMPANIES THAT BUY WHAT YOU SELL

Make a list of companies you want to do business with and prioritize that list. Pick your top five to start your efforts.

## GET READY TO MAKE A GREAT FIRST IMPRESSION

Research the company's needs, their goals, and their values. Be an expert in what they need and go in ready to learn.

## MAKE CONTACT

Once you're in their supplier database, you can start reaching out to supplier diversity managers via email, LinkedIn, or other networking avenue.

## REGISTER YOUR COMPANY

Each company that has a supplier diversity initiative has a separate supplier database and you'll need to register your company in each one. Make sure that you're in their database before you reach out.



# BE PERSISTENT BUT PATIENT



## FOLLOWING UP ON FIRST CONTACTS

After you've met a Supplier Diversity Pro, keep in touch! Make a plan to stay in contact.

Follow the company's social media profiles and drop them a line to congratulate them when they've had wins.

Tell them about *your* wins, events you'll be attending, and especially if you'll be presenting.

## ABOVE ALL BE KIND

Get to know your contacts as people. No one likes to feel like their only value to you is monetary.

If the Supplier Diversity Pro isn't actively sourcing for what you provide, quarterly contacts are plenty.

## YOU KNOW WHAT YOU HAVE TO OFFER BETTER THAN ANYONE

- Be excited about what you provide!
- How does your product or service help your customers? Make sure they know.
- What is your value proposition? What do you provide that no one else does?

## GOOD RELATIONSHIPS = STRONG CONTRACTS

- Be friendly and professional!
- Good relationships don't happen overnight and they require patience to build.
- Maintain a strict code of ethics. Honesty now provides dividends in time.

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