

ALL SYSTEMS GROW **SMALL BUSINESS, BIG CLIENTS**



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This guide is brought to you by *Inc.* and The UPS Store. As a small business owner, you have an opportunity to land bigger clients. Think of The UPS Store smallbiz.theupsstore.com as your local small business resource center to support your efforts to land your best customers.

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Large corporations also seek out relationships with small business vendors, service providers, and consultants.

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By targeting large corporations and government agencies, you can generate more revenue from a single client than you may be able to realize by continuing to focus on smaller accounts.

How big is the opportunity? The federal government alone buys nearly \$100 billion worth of goods and services from small businesses each year, the U.S. Small Business Administration reports. And the U.S. House of Representatives Small Business Committee website notes that the law “requires that 23 percent of all federal prime contract dollars be awarded to small businesses.”

Large corporations also seek out relationships with small business vendors, service providers, and consultants. For some, small companies play a key role in meeting their supplier diversity targets or fulfilling small business subcontractor requirements in their own contracts with government agencies. Other big businesses have signed onto projects like Supplier Connection (<https://www.supplier-connection.net/SupplierConnection/index.html>), “an initiative to grow small businesses and create jobs.”

Yeah, we print.

Postcards, inserts, packaging, brochures, catalogs, stickers and more for Pura Vida. We'll help you, too. Together, there's nothing we can't solve. See what your local store can print for you at theupsstore.com.

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GOVERNMENT CONTRACTS AND CONTACTS

These free online resources can support your company's move into government contracting and help ensure that your small business competes effectively in this lucrative market.

- The U.S. Small Business Administration offers training through its online Government Contracting Classroom. <https://www.sba.gov/gclassroom>
- The General Services Administration's FedBizOpps.Gov maintains a database you can search to learn which federal agencies need your products or services. <https://www.fbo.gov/> To qualify as a contractor, you must register your company with the GSA's System for Award Management. <https://www.sam.gov/portal/SAM/##11>
- Do you run a minority-, woman-, or service-disabled veteran-owned small business or a small disadvantaged business? Learn how certification can benefit your company. <https://www.sba.gov/category/navigation-structure/contracting/contracting-support-small-businesses>
- Want to start by subcontracting to an established government vendor? Check this SBA directory for opportunities. <https://www.sba.gov/subcontracting-directory>

02. DEVELOPING RELATIONSHIPS AND RESOURCES

Identifying and competing for big contracts is only half the challenge. Before you begin responding to requests for proposals from large corporations or government agencies, you have to prep your company and yourself to handle big projects successfully. Achieving that goal will mean some combination of enhancing internal resources and creating strategic alliances with partners, vendors, consultants or freelancers, and even customers or competitors.

Partnerships are the other side of the equation, and ideally, those are an outgrowth of relationships that you've already established. "You have to continually build your network, because you never know what the next opportunity is going to look like," says business consultant David Hamme, managing partner at Ephesus Consulting and author of *Customer Focused Process Innovation: Linking Strategic Intent to Everyday Execution* (McGraw-Hill 2014). "That really can be a game changer for you."

CAN YOUR SYSTEMS SCALE TO YOUR AMBITIONS?

To identify areas of your business that need an upgrade, think about your target clients. If they were your clients right now, what problems would you face? To succeed with big clients, you need to solve those problems before you go after that business. Areas to assess include your:

- Accounting systems and procedures
- Communications systems and standards
- HR function and recruitment
- Process documentation and training
- Marketing, sales, and customer service
- Distribution and fulfillment

Each of these needs to be capable of scaling as you take on bigger clients with more formal, structured, or just time-intensive expectations. And when you conduct your review, be sure to include all the strategies and tactics that so far you've opted to keep in your head. Those need to be formalized in writing so that you can delegate successfully and focus on cultivating and sustaining the new business relationships that will drive your company's growth.

03. BUILDING BRAND AND BANDWIDTH



In fact, when asked in The UPS Store/Inc. survey to name the most effective way to compete against larger or more established businesses, 29.7 percent of small business owners cited networking; 24.8 percent favored using speaking engagements and publicity to position themselves as experts; and 23.1 percent favored teaming with other providers to increase their capabilities.

St. Louis-based The Catalyst Center has made the use of independent contractors a central component of its ability to meet the needs of large corporate clients across a broad

spectrum of industries and markets. CEO Laura Burkemper says the key to making this model work is focusing on how these partnerships can strengthen the company's ability to build client relationships and deliver enhanced value.

And in Cincinnati, Natalie Martin has entered into partnerships that have strengthened the platform she uses to promote her business, NCM Equestrian. In addition to establishing a strong client base, she has published an e-book, launched a line of branded merchandise, and signed sponsor agreements that underwrite her competition costs.

“ CEO Laura Burkemper says the key to making this model work is focusing on how these partnerships can strengthen the company's ability to build client relationships and deliver enhanced value.

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04. NETWORK STRATEGICALLY AND PROFITABLY



To build your network and optimize its value to your growth plans, develop connections through a combination of online sites such as LinkedIn and real-world meetings through associations, conferences, and local networking groups.

“Take advantage of professional organizations to learn from those who are doing what you do,” says George Labovitz, PhD, founder of ODI, an international management training and consulting company, and professor at Boston University School of Management. “I’ve had opportunities over the years to meet with

essentially competitors in a very informal setting to answer questions like, ‘How do we grow the business? How do we scale up? What systems are you using?’ I don’t think I’ve ever had anyone reluctant to share.”

Be sure to include your customers in that networking, because ultimately, their needs, areas of satisfaction, and pain points are the metrics of your company’s success. As a small business owner, that creates a competitive advantage for you because you have closer and more immediate contact with your clients than a larger company can maintain.

That advantage positions you not only to become valued by your new, bigger clients, but also to retain your legacy accounts, Hamme says. By remaining communicative and soliciting their feedback, you can establish a record of success in meeting the needs of each of your clients, from the largest to the smallest. “Make sure you’re working toward those same service metrics that you were always working toward,” he says. “Continuous improvement has to be part of your culture, and that has to start with your dialog with your customer. If you’re doing that, size really doesn’t matter.”

From openings

OPEN HOUSE

• NOON - 5PM •

to closings

Just Sold!

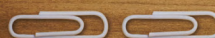
2421 Tunica Circle, San Diego, CA 92111
2 Bedrooms | 1 Bathroom | 792 Sq. Ft.

“CALL ME FOR A COMPLIMENTARY EVALUATION OF YOUR HOME”

The market is HOT and you may have more equity than you think. Please contact me today for any of your real estate needs!



Malika Mahanna
Century21 Award
619-838-1599
malikarealestate@gmail.com
www.MendozaRealtyGroup.com



SCORE-ING YOUR SUCCESS

Your networking is only as good as your network. To get the most value out of your small business support system, it pays to tap every available resource and access a broad range of perspectives. One asset that can be overlooked: the wealth of business expertise available from retired executives and entrepreneurs. For more than 50 years, SCORE has converted its volunteers' lifetime of industry, market, finance, technology, and management expertise into

competitive advantages that have benefited 10 million business owners. A resource partner of the U.S. Small Business Administration, SCORE delivers mentoring services that's free of charge—and has been proven priceless. The UPS Store is proud to maintain a partnership with SCORE as part of its commitment to supporting mentoring programs and guidance that help encourage small business growth. For more information visit www.score.org

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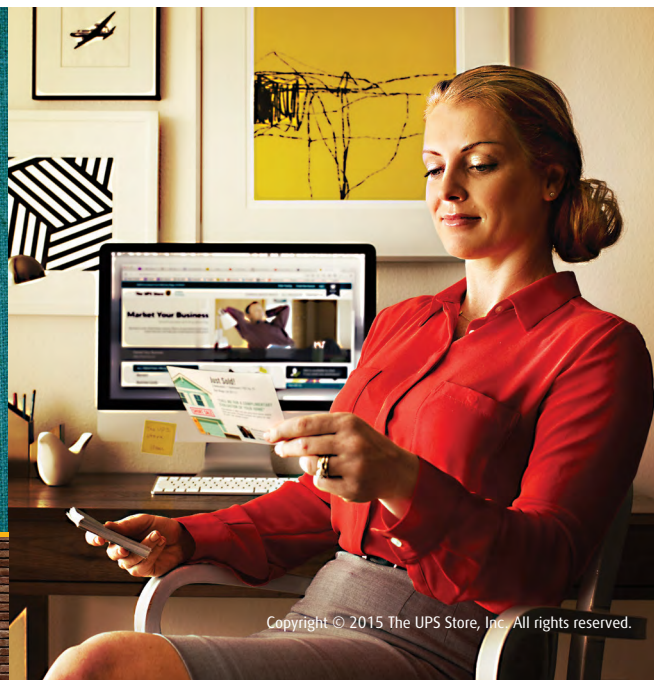
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our printing helps Malika seal the deal.

We help make Malika's lawn signs and flyers look as professional as her real estate business. Have your own printing needs? Come talk to us. Together, there's nothing we can't solve. See what your local store can print for you at upsstoreprint.com

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BRINGING BUSINESS SENSE TO THE EQUESTRIAN BUSINESS

WHILE TRAINING HORSES AND RIDERS, SHE'S TRAINED HER SIGHTS ON BUILDING A REGIONAL BUSINESS NETWORK.



After teaching horseback riding lessons as a camp counselor at age 16, Natalie Martin decided to make it her work. She purchased insurance and built a website, but owning an equestrian center was financially out of the question for the young entrepreneur. So, she partnered with various riding centers in the

Greater Cincinnati, Ohio area to provide riding lessons and horse training through her business, NCM Equestrian.

“There are a lot of horse people out there who aren’t business people. My background is in operations management, so I’m hoping to bring a new customer focus and business-oriented approach to what I do,” she says.

That includes partnering with other businesses to expand her own offerings. By partnering with bigger facilities, Martin has built a solid book of clients in addition to developing other revenue streams. She has published her first ebook, sells NCM Equestrian-branded merchandise, and has also begun recruiting sponsors to underwrite her own horse show participation with her horse, Tesser. She offers exposure to key audiences through her participation in high-profile competitions and, in return, they will cover some of her competition costs. This type of creativity and achievement of both business’s goals is exactly the balance small businesses should be seeking when partnering with larger organizations.

As she builds her business and pursues her plan to purchase property for her own facility in roughly five years, she relies on The UPS Store. She’s used the notary public service for business documents and ships her branded merchandise through her local UPS Store. Martin has also been exploring the many printing options that The UPS Store offers for her merchandise.

“They offer a lot of services—more than I think many people realize. The people there are always helpful and knowledgeable whenever I need anything,” she says. “And it makes sense to work with a local business.”

STAYING NIMBLE WITH SMART PARTNERSHIPS

THIS ENTREPRENEUR HAS BUILT STRONG ALLIANCES THAT POWER HER ABILITY TO DELIVER BIGGER RESULTS.



It might seem like the skill set for market development consulting with a major international company and a small, local business are wildly different. But Laura Burkemper, CEO of The Catalyst Center, does both. Burkemper's firm has two employees and a group of on-call consultants on whom she relies to bring specific talents to the table. By remaining lean on full-time

employees, but staffing up with independent contractors to fulfill the needs of larger clients, she can bring her business growth consulting to a wider range of clients. She says being small allows her firm to be nimble and do things quickly, but partnering with other consultants or bigger companies gives broader reach and additional skill sets, which add value.

"Once you establish that you can do the work itself, people do business with people—and even more so with people they like. So, one of the keys is to build relationships and then add value to that relationship," she says.

One key partnership is with The UPS Store. She relies on her local store as an extension of her office, and purchases online and in-store printing, as well as custom packing and shipping services. She also finds great value in the network that The UPS Store has cultivated with other partners. The UPS Store has identified valued partners that provide exclusive offers and different products and services that small businesses need, ranging from accounting to business planning and financial services. (To find out more about The UPS Store's valued partners and the discounts we offer, see pages 10-14.)

Burkemper calls her local UPS Store "a great resource" that really benefits her business—and that value is the key to any successful partnership, she adds. "One of the things that resonates across the board is differentiating—having a well-constructed pitch that explains the benefits your organization would bring. Point out where you can add value and how you can help the company meet its goals," she says. And finding the right partners to help you deliver helps ensure that your customers are happy and your business continues to grow.

BIG BREAKS FOR YOUR SMALL BUSINESS

Exclusive offers that can help your business grow and succeed

Small business owners usually don't have much in the way of resources. That's the whole idea behind Small Business Solutions from The UPS Store. Not only are we your one-stop shop for The UPS Store products and services, but through our relationships with select service providers, you'll get exclusive offers on the types of business services you need most.

ACCOUNTING AND BOOKKEEPING



AccountingDepartment.com

AccountingDepartment.com is a virtual outsourced accounting service backed by a team of experienced professionals who are ready to meet the specific bookkeeping and financial reporting needs of your business. Their comprehensive accounting services provide everything you need to achieve your true profit potential. *The UPS Store customers receive a 10% discount.*

BUSINESS MANAGEMENT



StudioCloud

StudioCloud provides free, easy-to-use, desktop and cloud-based business management software which includes:

- Anytime, anywhere access from your computer, phone, or tablet
- Free for single users
- Upgradable to support multi-users
- Includes client management, scheduling, invoicing, inventory management, bookkeeping, project management, etc.

Sign up today for StudioCloud's free business management software and get a free 15 day trial of StudioCloud's add-ons. In addition, receive an exclusive 10% discount on any add-ons.

BUSINESS PLANNING



Wise Business Plans

Wise Business Plans™ specializes in creating professionally written business plans for small business owners. Your business plan is custom written by accomplished MBA writers, researchers, and financial modelers and is graphically designed by experts. Whether you are just starting out, applying for a business loan, seeking funding from investors, or leasing a new location, let Wise Business Plans™ help create a roadmap for your success. *Get started today with a 10% discount on business plans and other selected services.*

COMMUNICATION TOOLS



Act!

The UPS Store customers are eligible for a 20% discount off Act!, the number one best-selling contact and customer manager, trusted by individuals, small businesses, and sales teams.



AnyMeeting

AnyMeeting is a full-featured, easy-to-use Web conferencing tool designed and priced for small businesses. It provides all the features your small business needs, including 6-way video conferencing, phone conferencing and VoIP, presentation sharing, recording, social media integration, support for up to 200 attendees, and much more. And it's at less than half the cost of major competitors. AnyMeeting starts at \$16.20 per month, a *10% discount for The UPS Store customers.*

COACHING



Churchill Leadership Group

Churchill Leadership Group empowers you through expert one-on-one coaching sessions to understand your strengths and greatest value to your business. We teach you how to apply your strengths to maximize your productivity, leading to greater results. We help you solve common business challenges, such as:

- Building an engaged and accountable team
- Clarifying your vision and strategic plan
- Delegating effectively
- Establishing the right culture to ensure success

Save up to 18% on strengths-based business coaching.

Small Business Coach Associates

Are tired of working too much and making too little? Small Business Coach Associates provide live and online mentoring for business owners. We'll help you:

- Grow your profits
- Learn zero cost marketing
- Have fun in business again
- Find the best employees
- Slash advertising costs
- Reduce your work hours
- Recession-proof your business

Get started now and save 20% on your coaching package!



COPYWRITING

CLS LexiTECH

CLS Lexi-tech

CLS Lexi-tech provides comprehensive writing solutions to small businesses looking to enhance their image and increase their exposure in the marketplace. We specialize in creating marketing collateral and Web copy. Trust CLS Lexi-tech for all of your content, and take your small business to the next level! *The UPS Store customers receive an automatic 10% off on their order.*

Scripted

Scripted

Scripted is a Web-based platform where businesses can order content and have a well-written piece delivered back to them within five business days. Scripted writers are hand-selected for their expertise and writing ability, and are uniquely paired with businesses for short and long-term projects. *With our The UPS Store referral, you get a 15% discount on all of your orders and access to a scalable, repeatable writing service.*

FINANCIAL SERVICES

CAN CAPITAL

CAN Capital

CAN Capital has made it easier for The UPS Store customers to get the working capital they need. Now your company can access up to \$150,000 in as little as 2 business days. Whether you want to remodel, open a new location, purchase new equipment, or just add to your inventory, you need one thing—extra cash.

**CAN Capital will waive the upfront fees for The UPS Store customers.*

creditera

Creditera

Creditera has partnered with the biggest credit bureaus to give you the same data used by business lenders and creditors. It's your complete credit picture, all in one spot. Immediately discover where your business credit stands and get personalized tips on how to improve. *Sign up today for your free 30-day trial.*

The UPS Store has Paul's printing covered.



When Paul of Pura Vida needs perfectly printed stickers, postcards, inserts, more stickers, packaging, catalogs, and yes, even more stickers, he trusts Burke at The UPS Store® to get it right, every time. We're here to help you too. Together, there's nothing we can't solve. See what your local store can print for you at theupsstore.com.

united problem solvers™

The UPS Store 

FINANCIAL SERVICES



Kabbage

If you sell on eBay, Amazon, Yahoo, Shopify, or Etsy or process your payments using PayPal, you are eligible for funding from Kabbage. Sign up is fast and secure, and funds can be available in as little as 7 minutes, with no waiting periods; approvals are instant with Kabbage. Funds can be at your fingertips anytime day or night. *The UPS Store customers receive a \$50 statement credit for all qualified accounts.*

HUMAN RESOURCES



Hyrell

Hyrell™ provides an enterprise-grade automated hiring and recruiting solution for small businesses looking to recruit top talent. Use the same applicant recruiting, tracking, and hiring technology that large companies use, for a fraction of the price, with Hyrell's Online Hiring System. *Special The UPS Store pricing at a one-time fee of just \$199 per position.*



Risk Assessment Group

Risk Assessment Group provides national pre-employment background screening information directly from the courts. Avoid costly EEOC cases and negligent hiring law suits by using Risk Assessment Group to help you manage a compliant background screening program. *The UPS Store customers receive 20% off background checks.*

IT SUPPORT



DotComGuy

DotComGuy provides peace of mind when it comes to your business technology (computers, tablets, wireless routers, email, smartphones, printers, etc.). They fix your current computer problems plus provide the tools to prevent future problems such as virus attacks and other security threats. Their U.S.-based tech experts are available 24/7 - 365. *The UPS Store customers enjoy 50% off on-demand IT support.*

MARKETING SERVICES



Constant Contact

Email marketing from Constant Contact helps you reach your customers where they are every day—in their inbox. With email, you build relationships, drive revenue, and deliver real results for your business. *And The UPS Store customers save up to 20%.*



Vionic

Vionic® provides a social media deals platform for small business owners to market their products and services on Facebook, Twitter, and Google+. Give your small business the tools for success by creating eye-catching deals within minutes. Other features include the ability to receive payments inside of Facebook, collect revenue instantly via PayPal, attract new and loyal customers, and drive foot traffic to your store. *Plans start at just \$39.95/month, and you can save up to 52%.*



Wise Business Designs

The talented designers at Wise Business Designs work with you every step of the way to make sure your business is branded as you see it. Their success relies on your success. Services include business branding, logo design, business card design, and more. *Exclusive 10% off design work now available to all customers of The UPS Store.*

MERCHANT SERVICES



Chase Paymentech

Chase Paymentech provides payment processing solutions to build your business. Their reliable state-of-the-art card processing systems, fast point-of-sale transaction processing, and premier payment gateway offer merchants multiple payment acceptance methods including: credit and debit cards, gift cards, international payments, and electronic check processing. *No monthly fee for online reporting (\$10 per month).*

RECEPTION SERVICES



ReceptionHQ

ReceptionHQ provides premium, live answering services to the small business market. Give your company a Fortune 500 image, and never miss a call again. *Prices starting as low as \$9 per month for The UPS Store customers.*

RECORD STORAGE



Iron Mountain

Iron Mountain ensures your information is safeguarded and managed so you can focus on managing your business. Their affordable and convenient services help you save money, improve efficiency, and achieve regulatory compliance. *The UPS Store customers enjoy up to 15% on records storage.*

TELECOMMUNICATIONS



8x8, Inc.

8x8

8x8 is the ultimate phone system for The UPS Store customers. 8x8 provides top-ranked, high-quality business phone service that keeps your small business a step ahead. Get the advanced phone service built for today's business environment, and give your company every advantage. *The exclusive offer just for The UPS Store customers: only \$19.99/month per user.*

WEBSITE SERVICES



Web.com

Web.com helps more than 3 million businesses succeed online. We put this knowledge to work for you whether you're looking to build a new website, make your current website work harder for your business, or promote your site through social media. Our experts can build the perfect online solution for you and get you everything you need to grow your business. *Prices starting as low as \$9.95/month for The UPS Store customers.*

In addition to these special offers, The UPS Store Small Business Solutions produces the Small Business Blog smallbiz.theupsstore.com/blog, which includes tips to help you prioritize your time, drive sales, write marketing plans, manage employees, and much more. Want to bring special offers, news on The UPS Store products and services, hints and tips, and additional resources directly to your email in-box? Just sign up for our monthly enewsletter www.theupsstore.com/email.

To learn more, visit smallbiz.theupsstore.com.

THE UPS STORE PACKAGING SERVICES

NO MATTER WHERE YOU GO, NOW YOUR FULFILLMENT CENTER CAN COME WITH YOU

Whether you need to ship a bread box to Boston or a surfboard to Sanibel Island, you need to get your goods where they need to go. Fortunately, The UPS Store is your on-call fulfillment center, offering an exclusive shipping service, as well as packaging and custom crating for oversized packages. If you prefer a do-it-yourself approach, most of our locations offer packing supplies, moving supplies and local pick-up for items of any size. Some of The UPS Store Mailbox Services include:

- UPS My Choice: Allows you to reroute your package to one of the more than 4,300 UPS Store® locations in the U.S. for easy, convenient pick-up.
- Freight Services: Shipping bigger items like pool tables or artwork? We can help.
- Luggage Logistics: Make your next business trip luggage-free with our luggage shipping service.
- International Shipping: If you need to ship overseas, we can help. Talk to us about your international shipping needs.

To learn more, check out The UPS Store Packing Services <http://www.theupsstore.com/pack-ship/Pages/index.aspx>



Need business cards?
No sweat. Literally.
You don't have to move.



Print all your business needs online.
upsstoreprint.com

No matter what you need printed, we make it easy. Visit us online at upsstoreprint.com and find hundreds of templates or upload your own designs, or stop by and see us. Together, there's nothing we can't solve.

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