



SMALL COMPANY, BIG BUSINESS

Remember back, when you started your business? You were full of enthusiasm, optimism and great ideas.

Over time, you've grown, you've added some new customers, some new team members and probably new equipment - perhaps a building - as you've expanded.

But somehow, things just aren't working out the way you planned. You seem to be perpetually stressed, chasing new customers, dealing with staff problems, negotiating with banks ... - and if you really look, you may even be earning less than you were back in the beginning.

WELCOME TO THE STRUGGLE ZONE ...

“ No time, No money, but plenty of stress! and what's worse, is that **70% of businesses will never leave the Struggle Zone.** ”

I was introduced to this graph by two of my business mentors - Glen Carlson and Daniel Priestly. The information isn't new, but I love the way they have presented it.

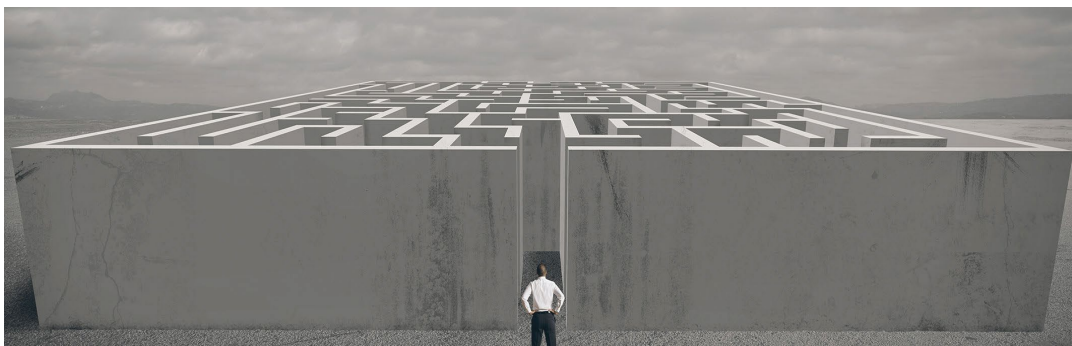
You know that your business needs something different - something that will make it step up a gear - and move into being a Lifestyle Business.

Over more than 20 years in business, I've seen time and time again how winning one, initial contract or piece of work from a "big name" can be the spark that lets a small company realise its potential.

But first, you must realise that big buyers are different, and that you're going to have to make some changes to both your business and your mindset if you're going to convince them to do business with you.

This is exactly the journey that I have been on myself. 18 years ago, our small company won a writing contract with an international research organisation. That one contract gave us the contacts, the experience and the credibility to take on the next contract - with two levels of Government in Australia.

The Small Company, Big Business Program brings together all my experience of working with big buyers and their supply chains. The Program takes the business owner through the 5 necessary steps for being a successful, reliable and profitable supplier to these big organisations. Refer to the 5 Steps in the Small Company, Big Business Program.



5 STEPS IN OUR PROGRAM

- Understand your Buyer
- Set your Foundations
- Simplify the Complexity
- Make yourself Known
- Tell your Story

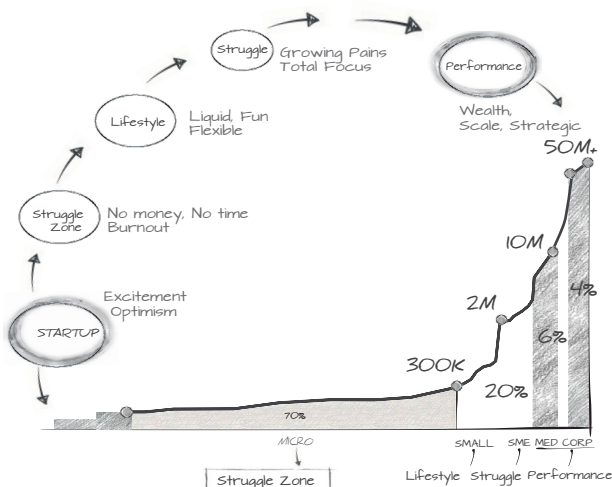
Contact us to find out about:

Small Company, Big Business Program.

We would love to answer your questions, so please call us ...

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STRUGGLE ZONE DIAGRAM



Adapted from Key Person of Influence

ARTICLES | NEWS FEED

Please feel free to read through some of our articles. We have listed a few of these below and you can read more in our Blog.

- | Rio Tinto
- | Small Company Big Business Live Training Events
- | Good News on Payment Terms. Rio Tinto goes back to 30 day terms.
- | A follow up to my "Note to Jobseekers from a small business owner"
- | Set your Foundations
- | Contact
- | Readiness Quiz Results - On your way
- | Submission confirmed
- | Vale
- | Avoid "Invoice Rejected" - 9 Tactics for getting paid on time by your big customers

