

“Smart Solutions for Small Business Success”

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Introduction

- What does it take to become a successful small business?
- The power of “**Why**” and how it can make an enormous impact on your business.
- The tools and resources available to help create more opportunity for your small business.

“The sure way to miss success is to miss the opportunity”
by Victor Chasles.

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- Past experiences and what have we learned from them?
- “The Why, The How, and The What”
- Creating Opportunities

Past experiences and what have we learned from them?

➤ Procurement at the Federal and State level

➤ Sales and Marketing

➤ Complacency

➤ Back to the Basics

➤ Core Values

“The Why, The How, and The What”

➤ Understanding “The Why”

- Why does our organization exist?
- Why do we want to do business with the Federal Government, State Agencies, or Commercial businesses.
- Why would a GSA schedule make sense for our organization?
- Why is our product better than our competitors?

Creating Opportunities

- Tools for successful marketing
 - Line card
 - Brochures
 - Statement of Qualifications
 - Capability Statement
 - CCR, OCRA, D&B, VETBIZ, GSA, Local PTAC, Websites for Commercial, State, and Federal opportunity
- Marketing Strategies
- Execution of Marketing Strategies
- Diversification
- Teaming Opportunities

10 Keys to Business Success:

1. **Optimism.** Think positive.
2. **Faith.** Believe in yourself, God and your country.
3. **Planning.** Know what's important each day; set your priorities accordingly.
4. **Determination.** Have the courage to stand alone when taking the big risks in life.
5. **Vision.** Think big, dream big, keep success in your mind.
6. **Attitude.** If you think you can't, you're right. Winners have positive attitudes.
7. **Goals.** Set goals. Plan how to achieve them.
8. **Perseverance.** Try and try again until the goal is achieved. Never give up.
9. **Knowledge.** Learn to accept your mistakes, but make them only once.
10. **Enthusiasm.** Choose work you like. Enjoy the challenges.

Conclusion :

“Smart Solutions for Small Business Success”

- Don't make the same mistakes twice
- Don't become complacent
- Ask your self and organization the hard questions – The Why, The How, and The What
- Never Give Up
- Attack with Tenacity

Food for Thought

- We follow those who lead not for them but for ourselves
- Find and surround yourself with people that inspire you and the organization
- People don't buy what you do; they buy why you do it
- The Goal is not to do business with everyone that needs what you do; the goal is to do business with people who believe what you believe.

Thank you

