

Selling to the Giants

How to Become a Key Supplier to Large Corporations

JEFFREY P. DAVIDSON, CMC, MBA

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The culmination of a three-year study involving surveys of Fortune 500 purchasing agents, reviews of effective corporate-sponsored small business procurement programs, and analysis of the marketing techniques of successful small-business vendors, *Selling to Giants* is a blueprint for success that any firm can use to develop profitable, long-term business relationships within the giants of the corporate world.

A consultant since 1975, Davidson has helped hundreds of small businesses and is one of the most widely published business authors writing today. He is a five-time recipient of the Washington, D.C., small business "Media Advocate of the Year" award, presented by the U.S. Small Business Administration.

SELECTED CONTENTS: How You Can Attain Key Supplier Status—Finding Your Niche, Regardless of Your Size—Crucial Tips for Supplier Marketing Success—Effective Selling: Training Your Staff or Yourself in Preparation for Marketing to Large Corporations—Why You Must Document Your Capabilities for Presentation and How to Do It Effectively.

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