

**Discover how to penetrate the huge corporate market — and begin profiting from the nation's most lucrative buyers!**



# SELLING TO THE GIANTS

*How to Become a Key Supplier to Large Corporations*

BY JEFFREY P. DAVIDSON

If you're an entrepreneur intent on building a business, it's time you face up to the fact that securing profitable, long-term contracts with major corporations is a sure way to increase revenues and help grow your company.

Yet how can you, as a small business owner, get a foot in the door at Boeing, Coca-Cola, Exxon, IBM or Upjohn, and successfully market your products or services?

It's not as difficult as you might think, as you'll learn in *Selling to the Giants*, which has detailed, step-by-step information on how to find a profitable niche by attaining favored supplier status with the nation's most lucrative buyers.

This book is based on a three-year study involving surveys of Fortune 500 purchasing agents, reviews of effective corporate-sponsored small business procurement programs and an analysis of the marketing techniques of today's most successful small business vendors.

*Selling to the Giants* explains how to:

- search out corporations predisposed to doing business with small vendors

- identify the key people who grant suppliers access to Fortune 500 companies

- understand the hierarchy of a corporate purchasing department

- make effective presentations and sales calls

- handle on-site inspection visits from corporate representatives

- develop a quality control program that is sensitive to customer needs

- avoid the mistake of underbidding in order to secure a contract

- come to the negotiating table armed with counterproposals

- use trade shows to prospect for blue-chip clients.

In addition, the book has tips on how to improve your financial

image with large corporations and how to become active in business associations that can help increase your visibility.

Complete with a listing of addresses of more than 200 corporate purchasing contacts for major U.S. firms, this book is a blueprint for success that all small business owners can use to win over Fortune 500 companies as customers.

**"Only one percent of all small businesses currently sell to the nation's largest corporations. This is astounding — because several million entrepreneurs offer products and services that corporate America needs."**

Publisher's price \$27.95 70-8067 Club price \$22.95

**FORTUNE** BOOK CLUB

OPERATED BY BOOK-OF-THE-MONTH-CLUB, INC., CAMP HILL, PENNSYLVANIA 17012-0001

NOTE: A shipping and handling charge is added to each shipment.

In Canada, publishers' as well as members' prices are generally higher than the U.S. prices listed throughout the *Newsletter*. Canadian GST is extra. Canadian members should pay in Canadian funds.