



Contact: Kimberly Martin (717) 794-2191

## ANNOUNCEMENT OF PUBLICATION

### Selling to the Giants How to Become a Key Supplier to Large Corporations

by JEFFREY P. DAVIDSON, CMC, MBA and GEORGE-ANNE FAY

*"Firms in SBA's management assistance programs should be required to read this book."*

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*"This is a much-needed book. Sales professionals and would-be sales professionals will find it very profitable to follow the advice given by Jeffrey Davidson."*

—Harry E. Hough, President, American Purchasing Society

*"... detailed, step-by-step how-to information and advice not available elsewhere. If you want big corporations to buy more of your services and products, you need this book."*

—Bob Bly, author of *Direct Mail Profits:  
How to Get More Leads and Sales by Mail*

Fortune 500 companies are constantly seeking to expand their base of small business vendors. Now, Jeffrey P. Davidson and George-Anne Fay show entrepreneurs how to penetrate this huge corporate market, target the right contact, and begin profiting from the nation's most lucrative buyers.

*Selling to the Giants: How to Become a Key Supplier to Large Corporations* is 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. It provides valuable advice on how to:

- Develop an effective marketing plan
- Use trade shows as marketing opportunities
- Become a successful bidder and negotiator
- Create successful presentation
- Avoid the mistake of underbidding
- Finance the big contract

*Selling to the Giants: How to Become a Key Supplier to Large Corporations* provides a blueprint for success that any firm can use to understand the corporate purchasing psyche and develop profitable, long-term business relationships with the giants of the corporate world.

A consultant since 1975, Jeffrey P. 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.

George-Anne Fay is a nationally-known speaker and consultant on organizational development and entrepreneurship, creativity, and women's issues. She has been honored by the U.S. Small Business Administration as its Washington, D.C., Woman of the Year Advocate.

*Selling to the Giants: How to Become a Key Supplier to Large Corporations*  
Jeffrey P. Davidson

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