



Five Tips to Maximizing Your Diversity Certification

1. **Know your value proposition!** Why are you different/better than anyone else in your space?
Pro Tip: The answer is NOT customer service!
 - a. Get your elevator pitch down pat!
2. Make sure your diversity logos are on all your marketing pieces.
 - a. Business cards
 - b. Website
 - c. Sales deck
3. Create a capabilities statement that will wow!
 - a. Is it already part of your online resume?
4. Choose your top 5 targets!
 - a. Know who they are! (contact info)
 - b. What do they buy?
 - c. What conferences do they attend?
 - d. Who internally is YOUR best contact?
5. Know what success looks like with your marketing efforts!

Getting certified is step 1!

Now you have to use it!

Diversity Mastermind

is an 8 week course designed to educate certified diverse suppliers how to maximize and leverage their diversity certification!