



## Marketing Solutions & Contract Readiness certificate program

A Buffalo State University certificate program designed for people of color, women and disadvantaged business owners.

The **objective** of this comprehensive program is to help businesses expand their sales and secure more contracts.

This program will help businesses to build their credibility and greatly increase their ability to conduct business with anchor institutions: large corporations, government entities, and prime contractors.

### Program Outcomes:

- Develop and deliver an effective elevator pitch.
- Develop and deliver an effective 10-minute sales pitch with slides.
- One-page capability statement.
- Understand communication essentials and business readiness requirements to secure contracts (licenses, insurance, loan readiness & procurement).
- Learn and implement digital presence essentials (Google Business Profile, LinkedIn, Landing Page/Website).
- Professional headshot.

**Start Date: Wednesday March 27, 2024**

**Program Duration:** 8 consecutive Wednesdays (March 27; April 3, 10, 17, 24; May 1, 8 and 15).

**Program Schedule:** Wednesdays 4:00 p.m. Networking | Training 4:30 p.m. to 7:30 p.m.

**Registration Fee:** \$40. All other costs are covered by our sponsors.

**This program is limited to 20 participants. Enrolled businesses will have access to one to one counseling at the SBDC.**

Register [HERE](#) or contact Mr. Donald Williams at 716 878-4030 or [williada05@buffalostate.edu](mailto:williada05@buffalostate.edu).

Mail check payable to *Research Foundation* to: SUNY Buffalo State, SBDC, 1300 Elmwood Avenue, Cleveland Hall Room 206, Buffalo, NY14222.



RALPH C. WILSON, JR.  
FOUNDATION



SMALL BUSINESS  
DEVELOPMENT CENTER  
BUFFALO STATE - The State University of New York

