



# Marketing Solutions & Contract Readiness

certificate program

This Buffalo State University certificate program by the Greater Buffalo SBDC is designed for existing entrepreneurs to expand and grow their business through contracts.



The **objective** of this program is to 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 8-minute sales pitch with slides.
- One-page capability statement.
- Understand communication essentials and business readiness requirements to secure contracts (licenses, certifications, insurance, loan readiness & procurement).
- Learn and implement digital marketing essentials (Google Business Profile, LinkedIn, Landing Page/Website).
- Professional headshot.



### Start Date: Wednesday August 5th, 2026

**Program Duration:** 8 consecutive Wednesdays (August 5, 12, 19, 26; September 2, 9, 16 and 23).

**Program Schedule:** Wednesdays 4:15 p.m. Networking | Training 4:30 p.m. to 7:30 p.m.

**Location:** Larkin Exchange Conference Center 8th Floor Barton Room, 726 Exchange Street, Buffalo, NY 14210.

**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.**

**REGISTER**

