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 & procurement).
- Learn and implement digital marketing essentials (Google Business Profile, LinkedIn, Landing Page/Website).
- Professional headshot.

Start Date: Wednesday, January 20th

Program Duration: 8 consecutive Wednesdays January 20, 27; February 3, 10, 17, 24; March 3 and 10).
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*.

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

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