



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 March 25, 2026

Program Duration: 8 consecutive Wednesdays (March 25; April 1, 8, 15, 22, 29; May 6 & 13).

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.

