

Small Business Matters

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RNC: Suppliers Get Ready

As Cleveland prepares to take center stage as the host site of the 2016 Republican National Convention (RNC) in 2016, many Northeast Ohio businesses and organizations are looking to identify ways they can benefit from the anticipated \$100 million direct spend resulting from the week-long event.

While it's tough to project the exact economic impact the event will have on the region, the Cleveland 2016 Host Committee is currently working to create tools to help local suppliers be more visible to the potential buyers of services related to convention activity. A small sub-committee has been created to ensure all types of businesses and organizations are represented on the supplier lists, including small and minority businesses. Co-chaired by leaders of GCP's Commission on

Economic Inclusion, the Hispanic Roundtable and COSE, the group is also collaborating with a larger number of organizations with a reach to small, local businesses.

Along with delegates, politicians and other political insiders, the convention is expected to draw representatives from hundreds of large corporations to attend and host events during the convention. In addition, more than 15,000 members of the media will set-up temporary residence here to report on every aspect of the convention to the world. "With more than 130 categories of vendors, there is an opportunity for local businesses to take advantage of the needs of the convention and the dollars that will be spent to pull off the event," says Steve Millard, executive director of COSE.

The supplier subcommittee, in conjunction with the 2016 Cleveland Host Committee, will hold the first of several planned 2016 RNC Supplier Forums on Wednesday, June 24. The Forum will begin with Diane Downing, the newly named COO of the Cleveland 2016 Host Committee providing an overview and progress of planning efforts for the RNC. Additionally, the forum will help suppliers understand ways to gain visibility with buyers for the convention.

"There are myths and realities about the convention floating around out there and it's important for small business owners to understand the process of identifying themselves as potential suppliers to the convention and how to be ready and able to respond if and when they are called on," said Millard.

June 15

By The Numbers

International Trade

16,345

Ohio Companies Exported Goods in 2012

89%

were small firms, generating nearly

25%

of the state's total known export value

SOURCE: SMALL BUSINESS ADMINISTRATION
SMALL BUSINESS PROFILE, ITA

RNC SUPPLIER FORUM

Find out how to get listed as a potential supplier to the 2016 Republican National Convention.

JUNE 24 3:30 – 4:30 p.m. | The Renaissance Hotel, Cleveland
Cost: Free

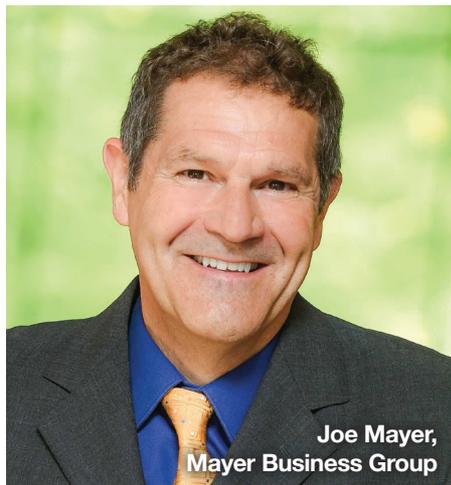


52 TIPS FOR YOUR BUSINESS

#24 – Business Development is Not Sales

More and more often today, Business Development and Sales are terms that are used interchangeably. However, there is an important distinction between the two. "There is a fundamental difference between business development and sales and it is called leverage and value generation," says Joe Mayer, co-founder and managing partner of Mayer Business Group, an executive coaching and business consulting group in Solon. "Sales is an activity focused almost exclusively on driving revenue; business development is more strategic, big picture thinking such as developing a new channel or partner strategy."

In general, business development will identify strategies that create leverage for growth by enhancing the product and service line-up and sales strategies. "Unlike larger companies that undergo strategic planning initiatives to develop a few key goals for the year, smaller businesses don't have a GPS system that tells them where to go," says Mayer. "When an opportunity arises, they jump on it no matter if it leads them in the right direction for growth. By responding daily to the immediate op-



Joe Mayer,
Mayer Business Group

portunities in front of them, small businesses can have 365 different goals a year. They can quickly lose sight of the big picture, and that's where a business development plan can make a huge impact," says Mayer.

Mayer recommends taking a step back and creating a plan on how you want to develop your business as well as setting concrete quar-

terly or yearly sales goals to ensure and measure progress. "The strategic planning process will help you identify what products to sell and who to sell them to," says Mayer. "Selling really starts with knowing where value is created. Ask yourself, 'What can I do to find more of those people in that market niche which creates value by buying high-margin products or services from my company?' The last thing you want to do is sell more of a product that doesn't create sufficient margins."

"The biggest mistake by far that I see business owners make is not knowing their numbers. Nine out of 10 owners, if asked, cannot tell you what their profit margins are on their products or which of their customers creates value for them. If you don't know these numbers you are basing your strategy and sales goals on faulty information and you are making decisions in the dark," says Mayer.

i Want more tips on ways to increase sales? Check out COSE's WebEd Series: *How to Jump Start Sales in 90 Days* on July 28. Find out more information at www.cose.org/events.



the.
think spot
where **big ideas** come to life



Frans Johansson

In today's fast-changing and unpredictable world, the tried-and-true formulas for success are disintegrating. Join keynote speaker Frans Johansson as he makes a compelling case for why embracing unpredictability is the key to standing apart and outlines eye-opening steps that every organization, team and individual can use to find, create and leverage "click moments" into a winning strategy.

June 24, 2015, 5:30 - 8:00 p.m.

Renaissance Cleveland
24 Public Square, Cleveland, OH 44113



Register now at www.cose.org/thinkspot

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Connection Calendar

TECH GROWTH: LESSONS FROM THE DEAL

Cleveland's own OverDrive, Inc. recently sold for more than \$400 million, a fantastic success by any measure. CEO/Founder Steve Potash shares inside details on the company's early days, growth and lessons learned from the very fruitful selling of the company.

JUNE 18

11:30 AM - 1 PM

Lockkeepers, Valley View



Cost: OHTec and COSE members \$25;
non-members \$40

Register today at www.cose.org/events.

COSE EDUCATION SESSION: PEOPLE AND BOARDS

Experience the power of connecting to other business owners who have walked in your shoes. COSE's experienced Strategic Planning Course (SPC) alumni will host this session on the importance of people and boards in your business and offer just a small sample of SPC course content. Learn how each business owner made big strategic changes to enhance their growth.

JUNE 30

8 - 10 AM

COSE Offices, Cleveland

Cost: Free

Reserve your seat at www.cose.org/events.

2015 SHOWCASE IN THE CIRCLE AND SMALL BUSINESS AWARDS

Keynote Speaker David Gilbert, president and CEO of the Greater Cleveland Sports Commission and Destination Cleveland, headlines this Uptown Business Association awards ceremony.

JULY 8

8 - 10 AM

Tinkham Veale University Center, CWRU

Cost: Free

Reserve your seat at

www.universitycircle.org/event/showcase2015.



Check out www.cose.org/events
for all the latest happenings.