

OSD Link



Connecting Minority Vendors with Government Spenders

Striving For OSD 2010: The Blueprint Moving Forward

Greetings to all certified women- and minority-owned business enterprises in Florida! Florida's state of diversity is strong and getting stronger. Last fiscal year, we increased customer service, improved communication and most importantly, created more opportunities for women- and minority-owned business enterprises. With the support of a talented staff and other stakeholders, operations are more efficient.



Recently, I met with other Supplier Diversity Directors from each state in Kansas City, Missouri. The event was the first for us to share best practices and learn about other initiatives that are working. Florida is considered a model state for supplier diversity due to the strength of outreach initiatives, matchmaking and reporting minority spending figures. This provides a good road map for moving ahead

As we move forward, we plan to increase and enhance our services. This year we will advocate expanding certification status from one year to two years, create an MBE Resource Guide for certified businesses and begin discussions on statewide certification reciprocity with other governmental entities.

Thank you for your continued support of our office. Enjoy the August issue of *OSD Link* and please let us know what we can do to increase its value for you.

Torey L. Alston
Director

Here's to Your Success: How to Make a Powerful Presentation

Keep the following tips in mind to make your next presentation powerful and persuasive:

1. Research your customers' key needs. Understanding their needs is critical to tailoring your presentation. Always try to customize the content to match the needs of your audience. Visit their Web site, tour their business and talk to some employees. Try to understand what they do; it makes you stand out from competitors, and helps you uncover ways to tie your product or service to their overall goals.

2. Get the audience involved. Most presentations are generic, boring, standard pitches that explain who your company is, what it sells and why the customer should buy. Next time you walk in to give a formal presentation, say something like, "Kim helped me get familiar with your company and its overall goals (here is where you outline the content you will be presenting), but I'd like to know if there is anything else you want me to add to this agenda or something you need me to cover today that's important to you."

Watch what happens—people start to sit up in their seats and pay attention when they're asked for input. It shows that you can think on your feet, and allows you to get additional information to customize your presentation further. It shows you care about what's important to your customer and don't want to waste their time. You'll also get any unseen obstacles out of the way.

3. Use your time wisely. Next time you're waiting in the showroom or lobby, talk to the receptionist or front desk staff. It's amazing what you learn about the company and what's going on by talking to the people who work there.

Continued on page two

Important Links to Remember

MyFloridaMarket Place

Register as a vendor and update your listing in the certified minority business enterprise directory.

<http://dms.MyFlorida.com/lmfmp>

Vendor Bid System

Register to receive solicitations from the state for business.

http://vbs.dms.state.fl.us/vbs/main_menu

U.S. Department of Commerce Minority Business Development Agency (MBDA)

MBDA serves minority entrepreneurs across America who are building and growing their enterprises.

<http://www.mbda.gov/>

Florida Small Business Development Center

Assistance to start, grow and succeed as a business in Florida.

<http://floridasbdc.org/>

Tips for Success

If you are a certified minority- or woman-owned business available to provide services or commodities to government buyers before or after a natural disaster, join the **2008 list of emergency suppliers**. Visit http://dms.myflorida.com/business_operations/state_purchasing/florida_emergency_network or e-mail flemergencynet@dms.myflorida.com.

Contact the Office of Supplier Diversity at OSDHelp@dms.MyFlorida.com to request a duplicate copy of your **CMBE certificate**. We e-mail it within 24 hours to your address listed in www.MyFloridaMarketPlace.com. For more information contact the Office of Supplier Diversity at (850) 487-0915.

As long as you have a working e-mail address, as a registered state vendor, you can receive **electronic notification** of solicitations and purchasing opportunities in the State of Florida. Visit: http://vbs.dms.state.fl.us/vbs/main_menu.

Serve To Preserve: Go Green! Learn more about environmentally preferred purchasing products, Florida Green Standards, or general information on Florida's efforts to reduce climate change, at: www.MyFloridaClimate.com.

Bid Opportunities

Florida A&M University is seeking qualified proposals for a multi-year project ending Aug. 31, 2011, for the Ecological Risk Assessment National Estuarine Research Reserves. The invitation to bid opened at 2 p.m., Aug. 1, 2008. Please visit the Vendor Bid System and search for advertisement number 7376.

The University of Central Florida would like to enter into a multi-year contract for standard and ADA compliant toilets from qualified vendors. The portable toilets will be used for game day events. Invitation to Bid opened in the Vendor Bid System at 2 p.m., Aug. 8, 2008. For more information on this bid visit www.purchasing.ucf.edu.

MatchMaker Conference

[Click on icon to visit Web site.](#)

Contact Torey Alston today to be an event partner.
Torey.Alston@dms.MyFlorida.com
(850) 487-0915.

DATES TO REMEMBER

August 27-28, 2008

16th Annual Florida Governmental Purchasing Conference and Products Exposition

Tallahassee Leon County Civic Center

Hosted by the Tallahassee chapter

National Institute of Governmental Purchasing

www.tacnigp.com • (888) 352-6447

September 24, 2008

2008 Palm Beach Partners Business Matchmaker Conference & Expo

Palm Beach County Convention Center

www.pbmatchmaker.com

November 19-21, 2008

2008 MatchMaker Conference and Trade Fair

Gaylord Palms Resort and Convention Center

Orlando

www.FLMatchMaker.com • (850) 487-0915

Include your event in the next issue of *OSD Link*

More than 3,800 certified minority and women business enterprises receive *OSD Link* each month. If you want your event published in *OSD Link*, e-mail details to: Carla.Pierre@dms.MyFlorida.com.

Powerful Presentation continued

Receptionists have valuable information regarding the company, its products and the people who attend your presentation. Use that information when you're presenting to the group. For example say, "When I talked with Susan up front, she told me about the two new products you just launched and..." It also helps break the ice.

4. Set the agenda. Don't just start your presentation—people like to hear your planned agenda and how long you plan to present. And always be enthusiastic; it usually transfers to the audience. Before you finish up, review and summarize your key points. Use testimonial stories from other customers, know the competition and focus on solving problems to improve presentations. **The** key to remarkable presentations is to customize, customize, customize. Your presentation is more powerful when you add facts from the customer's point of view. Customers tend to agree with presentations developed around their needs.

Source: Barry Farber-Entrepreneur.com