



HOSTED AND PRESENTED

Wisconsin Economic
Development Corporation
(WEDC)

US Small Business
Administration (US SBA)

Wisconsin Department of
Transportation (WisDOT)

Wisconsin Department of
Administration (DOA)

American Indian Chamber of
Commerce (AICCW)

Heartland Information Research
(HIR)

Wisconsin Procurement Institute
(WPI)

SUPPORTING PARTNERS

City of Hayward
Ethnically Diverse Chambers of
Commerce in Wisconsin
LaunchBox of Racine
Milwaukee County Research Park
Northeast Wisconsin Technical College
University of Wisconsin – Baraboo
Potawatomi Carter Hotel and Casino
Urban League of Greater Madison and
Milwaukee
VETransfer
Wausau Region Chamber of Commerce
Western Dairyland
WI Women's Business Initiative
Corporation (WWBIC)
Wisconsin SBDC - La Crosse
Wisconsin Unified Certification Program
Partners (UCP)

The Wisconsin Procurement Institute invites you to **“Creating, Developing and Growing New Business Opportunities: Diversifying Your Sales Pipeline”**. Join us at one of twelve valuable events around the state.

You will learn:

- Understanding different market segments – a customer matrix.
- Learn how to prepare to sell to the various markets, including
 - Large companies
 - Local, state, federal and tribal governments (B2G)
 - Business to business (B2B); and
 - Business to consumer (B2C).
- Positioning your business – where do you fit
- How to prepare to meet with potential customers
 - Preparing marketing materials
 - SELLING
- Locating business development resources
 - Financing
 - Technical Assistance
 - Mentors

Sessions will be presented by technical experts and small business development resources to help teach businesses how to capitalize on market opportunities. In addition to the program session, you will have the opportunity for individual discussions with the presenters and fellow attendees.

These events are free for ALL Wisconsin Small Businesses.

Attendees to these sessions will be eligible for free or discounted tickets to Marketplace 2014. For additional information on dates and locations and to register visit <http://tinyurl.com/premarketplace14>. Contact Aaron Kramer at (414) 270-3600 or aaronk@wispro.org for additional information.

MARKETPLACE 2014 is scheduled for October 22 – 23 2014 in Milwaukee WI. Updated information is available at www.marketplacewisconsin.com Visit the website for nomination papers for the annual Marketplace awards.