

**Women President's Educational Organization
Leadership Forum**



**I'm Certified, Now What?
Leveraging Your Certification**

**Presented by
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I'm Certified, Now What ?

QED National Profile



- ◆ 1993 QED National established
 - Mission: Provide Technical Solutions through Staffing (Temp, perm, in-house recruiting..)
 - Primary market : Financial Services
- ◆ 11/17/1997 NYS Women Owned Business Certification from Department of Economic Development
- ◆ 1997 Awarded a blanket contract with NYS OGS, no WOB incentive program involved
- ◆ 12/2/1998 NYC Women Owned Business Certification from Department of Small Business Services
- ◆ 5/31/2000 Women's Business Enterprise National Council (WBENC) Certification

Certification is not Nirvana:



An ideal condition of rest, harmony, stability, or joy.

- ◆ Certification takes time and money
 - Be Organized
 - If you work with gov't, look into other certification types that have programs that accept WBENC
 - Tell your customers about WBENC, the professionals that understand how and why they want to do business with Women

- ◆ Certifications do not get you contracts

- ◆ Current Marketing Strategy does not necessarily change
 - Existing Clients recommendations to new clients

WBENC Certification: Competitive Edge



- ◆ WBENC Certification expands your rolodex
 - Supplier Diversity Managers
 - Corporate Purchasing Managers
 - Contracts Administration / Legal
 - Other Women Business Owners
 - Services
 - Co-learning
 - Networking

- ◆ WBENC Certification makes you smarter
 - Broaden your perspective/understanding of your clients needs and increase your clout within the client organization
 - Package better/smarter deals

- ◆ WBENC offers forums for learning and meeting new clients and associates
 - WBENC Annual National Conferences (last June New Orleans 200 vendors)
 - WPEO Breakthrough Breakfasts (local events)



Recent Examples

- ◆ Existing Client in a large IT organization of a large international brokerage firm, introduced QED National to a Sr Executive of a large Computer Manufacturing Firm that has a huge development effort underway at the client.
 - Serviced Computer Manufacturer “A Service”
 - One-off deal, turn to discussion of ongoing needs.
 - WOB is a huge plus (strategic sourcing focus)
 - This manufacturer was at the last WBENC Conference in New Orleans in June 2004
 - Registered and well along the way to a Master Contract

- ◆ One of my Sales Representatives in a call with another large investment company
 - WOB is a huge plus (strategic sourcing focus)
 - Firm was at the last WBENC Conference in New Orleans in June 2004

- ◆ Supplier Diversity Manager – Large Financial Institution introduces me to other Supplier Diversity Managers at WBENC Conference

- ◆ Supplier Diversity Manager calls to “bring their records up to date”, we meet and the discussion inspires new business concept currently in formation