

# New Trade Supplier *roadmap*

## Supplier Commitment

### Set up and administration (Year 1):

- Before joining think about what you hope to achieve and set clear business objectives that have strategic intent.
- Budget for a minimum 3 year commitment to ensure a commercial return.
- Provide financial information to the BCA for vetting and include full company profile with current relevant case studies and testimonials if available.
- Think about your website and your marketing collateral. Ensure that at least a sub-set is relevant to the sector. You can then use this sub-set as a landing page when following up discussions with potential clients.
- Provide the BCA with a logo and profile on your company for the BCA website.

### Administration (Year 2):

- Provide BCA with two articles relevant to your company, products and the sector. These could be used as feature stories on the BCA website or could be used as the basis for a BCA/trade supplier email-shot or PR story.

- Commit to at least one marketing activity within year 2 that will actively promote the BCA brand outside of their existing membership and be seen to encourage new members.
- Volunteer to sit on the Trade Supplier Panel.

### Administration (Year 2/3):

- Forge relationships with other trade suppliers and look to run your own regionally based events endorsed and promoted in conjunction with the BCA.
- Run your own seminars specific to the sector and invite a mix of customers, prospects and non-competitive trade suppliers. Make the content specific, relevant and useful.

**NOTE:** The business centre marketplace contains many very successful businesspeople and company owners. They will have 'seen it all before' especially if you are selling technology. Try and stick to the facts. Percentage figures and objective research can be very helpful.

### Regional Meetings (Year 1):

- Commit to representation at regional meetings: even those that are not appropriate to your geographical coverage.
- Prepare specific collateral that is relevant to the audience and the event.
- Come early and stay late so as to allow sufficient time to meet with the Board members attending the event and to network with other trade suppliers.
- Assist the BCA in promoting the event by recommending the event to your clients from within the sector.
- Do your homework and look at the websites of attendees and think of reasons to talk to people. Focus on the value your business adds.

- Follow the event with personalised follow up correspondence.

### Regional Meetings (Year 2):

- Commit to jointly running, presenting at and part-funding a regional meeting.
- Prepare at least two relevant case studies prior to the event and include collateral.

**NOTE:** In the first year regional meetings are a place to build relationships – don't be too obvious with the pitch.

### Conference (Year 1):

- Commit to attending the conference on both days and the evening.
- Offer to play an active role and assist in the planning and promotion of the event.

### Conference (Year 2):

- Think seriously about exhibiting and/or presenting at the event.
- You will need to consider ways of raising your profile, maybe sponsoring some or all of the event (dependent on your company's development at this stage).
- Marketing collateral specifically orientated to the event can also be very helpful.

## BCA Commitment

### Set up and administration (Year 1):

- Provide list and contact details on all other trade suppliers.
- Forward details of new applicants to all trade suppliers.
- Commit to supporting two mailshots each year.
- Provide link to supplier's website from BCA website.
- Include trade supplier company profiles.
- Forward leads generated from website directly to the supplier.
- BCA commitment to contact speakers prior to the event to introduce your company. Follow this with an email containing company profile and links to relevant section(s) of the website.

### Administration (Year 2):

- Supply detailed database information on all members in compliance with the data protection act.
- Provide endorsement for trade supplier.
- Additional information on trade suppliers provided on website including case studies.
- Forward generic enquiries to all suppliers in year 2 of membership and beyond.
- Increase presence on BCA website for trade suppliers – now include customer testimonials and additional case study.

### Administration (Year 2/3):

- Provide 'spotlight' on trade supplier feature and link to email-shot.
- Provide feature articles on trade suppliers as they reach milestones for membership i.e. 3 years, 5 years, 10 years etc.

### Regional meetings (Year 1):

- Provide list of speakers, Board representatives and attendees.

### Regional meetings (Year 2):

- Provide one free place at regional meeting for a Board representative from the trade supplier.
- Provide the opportunity for joint marketing initiatives around regional events.
- Provide opportunity for trade supplier to run and/or present a regional meeting.
- Provide additional brand awareness and endorsements for suppliers joint funding and/or presenting.

### Conference (Year 2):

- Supply trade supplier with list of all conference attendees including contact details prior to the event.
- Supply list of actual attendees for each day.
- Significantly improve endorsement, brand awareness and network opportunities to trade suppliers opting to exhibit.
- Provide the trade supplier with an opportunity to include a case study contained within BCA material.

### Conference (Year 2/3):

- Provide trade supplier with an opportunity to present at conference or Chair a panel or breakout session.

## Administration

## Regional Meetings

## Annual Conference