

How to Get Your Tech Start-up Taken Seriously by a Big Company

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You may be certain that your new company's product is exactly the solution Big Companies need, but how do you convince their skeptical teams not only that they need you, but also that they can trust your team to execute? And is it even the right time or the right strategy for your company to enter into a major partnership agreement? Learn what this former-Fortune 500 technology executive looks for and why people like her turn down most small companies to which they're introduced.

Introduction: What make approaching a big company so challenging?

Preparing your company's story

- The herd mentality of big companies
- Establishing your backers
- Who are your current partners
- Who is on your team
- Financials
- Trajectory of your company
- Know your competitive set

What the company is looking for

- Can you operate at the necessary level?
- How can you improve their business?
- What are you offering?
- How is it built?
- Know how integration will work

Tailoring your pitch to the company

- Know the company
- Know the company's existing partnerships

Getting the company's attention

- They don't want to hear from you
- Find someone internal to advocate for you
- Recommended steps to contact
- Advice for emails
- Advice for phone calls
- Advice for meetings
- Be real about the challenge
- Demeanor
- Realistic expectations

Reality check

- Do you really want to do business with a big company?
- Opportunities and costs of doing business with a big company
- Work your way up before you approach