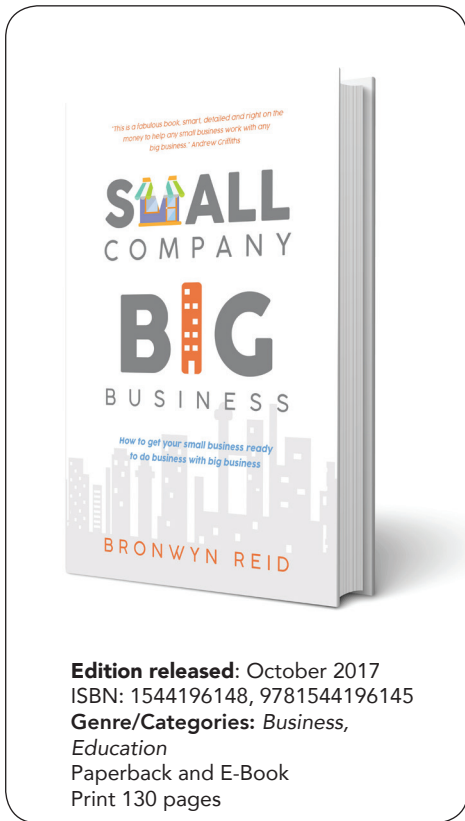


# —indie experts

IN OTHER WORDS



## Small Company Big Business

How to get your small business ready to do Big Business  
*Bronwyn Reid*

All the stuff you need to know about pitching to big clients but are too afraid to ask because you don't want to look like you

- a) are a tall poppy waiting to be flattened
- b) are punching above your weight
- c) don't know what you are doing
- d) all of the above

In *Small Company Big Business*, Bronwyn Reid packs some hefty slices of experience, advice and lessons learned. She is not afraid to talk about how some of her big dreams were sabotaged by lack of information, the right contacts, contracts, or appreciation of the differences between small, successful businesses and big business.

Bronwyn's experience of playing in the same paddock as the giants, winning and losing contracts, and her reflection and insight is what sets this book apart from so many other business how-tos you may have flipped through. What makes *Small Company Big Business* so helpful is that she gives readers a bottom-up perspective on these challenges.

The first section dissects the mechanics of big businesses: how they work, what connects what to what when you are a small part of a big supply chain. Here readers are given practical tips beyond putting the big company logo on their website. She talks through the 'disconnects' that often sink what starts out as a positive relationship – complexity, cost and time – as well as getting and staying on the radar, or, how to secure your place in the supply chain and keep it secure.

There are no secret short cuts or magic wands at work here. Bronwyn provides a straightforward seven-step framework for engaging, winning and keeping contracts with big business. It is all about attention to detail and anticipating the possible pitfalls before you enter into a relationship. The business pre-nup, if you like. She talks practical sense about what to look out for in contracts, insurance, and why attention to the less exciting aspects of business like a robust filing or document management systems, strong financial management, writing proposals and tenders will pay dividends in the long run.

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## About the Author



**Bronwyn Reid** is an accomplished businesswoman and former university lecturer. Bronwyn delivers powerful presentations and workshops for small business owners, big organisations, industry bodies and regional development agencies. Bronwyn's keynote speeches have informed and educated delegates from around the world and gained the support of industry leaders.

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