



## Could You Have More Business Opportunities?

### Corporations depend on our database to find you. **Position Yourself for More Business Opportunities: Update Your Profile Today!**

#### How an Outdated Profile Caused an MBE to Risk Losing Business

“Avoid the *BIG* wake-up call we just experienced! A few weeks ago we received an email from a friendly competitor looking to partner with us on an opportunity to submit a proposal for an RFP that our company, Parle, definitely has the capacity, the experience and the location to provide on our own. However, **because of our understated profile, we were overlooked by the corporate purchasing department and were not invited to the RFP process** - unless we partner with another MBE who was selected to submit a proposal. Within a day, we updated our NCMSDC profile and now anticipate more opportunities to come our way! Do Not Delay! Update your profile today!”

**Parle Enterprises, Inc.**

#### **Top Three Reasons** to Update Your Profile Today:

1. *Position Yourself for Success*: The NCMSDC Database is the number one way that corporations find you for contracting opportunities
2. *Hear about More Contracts*: Since we are implementing a new communications strategy, you will **only receive opportunity blasts that are relevant** to your industry... make sure we know what products and services you provide!
3. *Avoid Decertification*: Updating your profile will ensure that you don't miss the recertification date

#### **How to Update Your Profile**

1. Go to: [www.ncmsdc.org/mbe/login.aspx](http://www.ncmsdc.org/mbe/login.aspx)
2. Enter your email address and password
3. Forgot your password? Enter your email address and click “Forgotten Your Password?” It will be emailed to you.
4. Want to change locked information? Email James Cardenas, Director of Certification, at [jcardenas@ncmsdc.org](mailto:jcardenas@ncmsdc.org)

## **Your Profile: Tips & Tricks** for Updating Each Section

### **Description Paragraph**

*How Corporations Find You: By Keywords*

- **Keyword searches scan your description paragraph for matches**
- The more potential keywords you use, the more likely your company is to be found
- **Add terms that a corporate member would commonly enter** when searching for the products or services that you provide
- Limit: **500 characters**

### **Additional Contact Person**

*How Corporations Reach You—No Matter What*

- Remember: **One contact, one opportunity**
- Want to boost your chances of being contacted? **Add additional contacts**, e.g. your principal, director of marketing, and other staff members who will have time to receive corporate queries and opportunity emails
- Rule of thumb: **list at least two contacts**

### **Contact Information**

*How Corporations View You: Professional, Easy to Reach...or not?*

- Remember: **MBEs with accurate information get contacted**; those with outdated information don't
- Your profile is often the first time a corporation comes into contact with you. Make sure you're **professional, accurate, and easy to reach**.

### **NAICS Codes**

*How Corporations Find You: By Codes*

- **Companies also search for you by NAICS codes**
- Make sure your codes are up-to-date and accurately reflect your products or services
- Limit: **up to 10 NAICS codes**

### **Geographic Market**

*How Corporations Look for the Perfect Fit*

- **Do you provide services to a specific geographic market?** A corporation could be looking for you. Make sure they find you!
- **List the geographic markets that you serve.**
- Geographic markets: 1. **Local**—Northern California; 2. **Regional**—the state of California; 3. **National**—provide services across multiple states; and 4. **International**—International territory.

**Questions? Call 510.686.2555 or email [opportunities@ncmsdc.org](mailto:opportunities@ncmsdc.org)**