



A Program of the Greater Boston
Chamber of Commerce

INSIGHTS HUB

What our Pacesetter Companies
Seek in Diverse Vendors

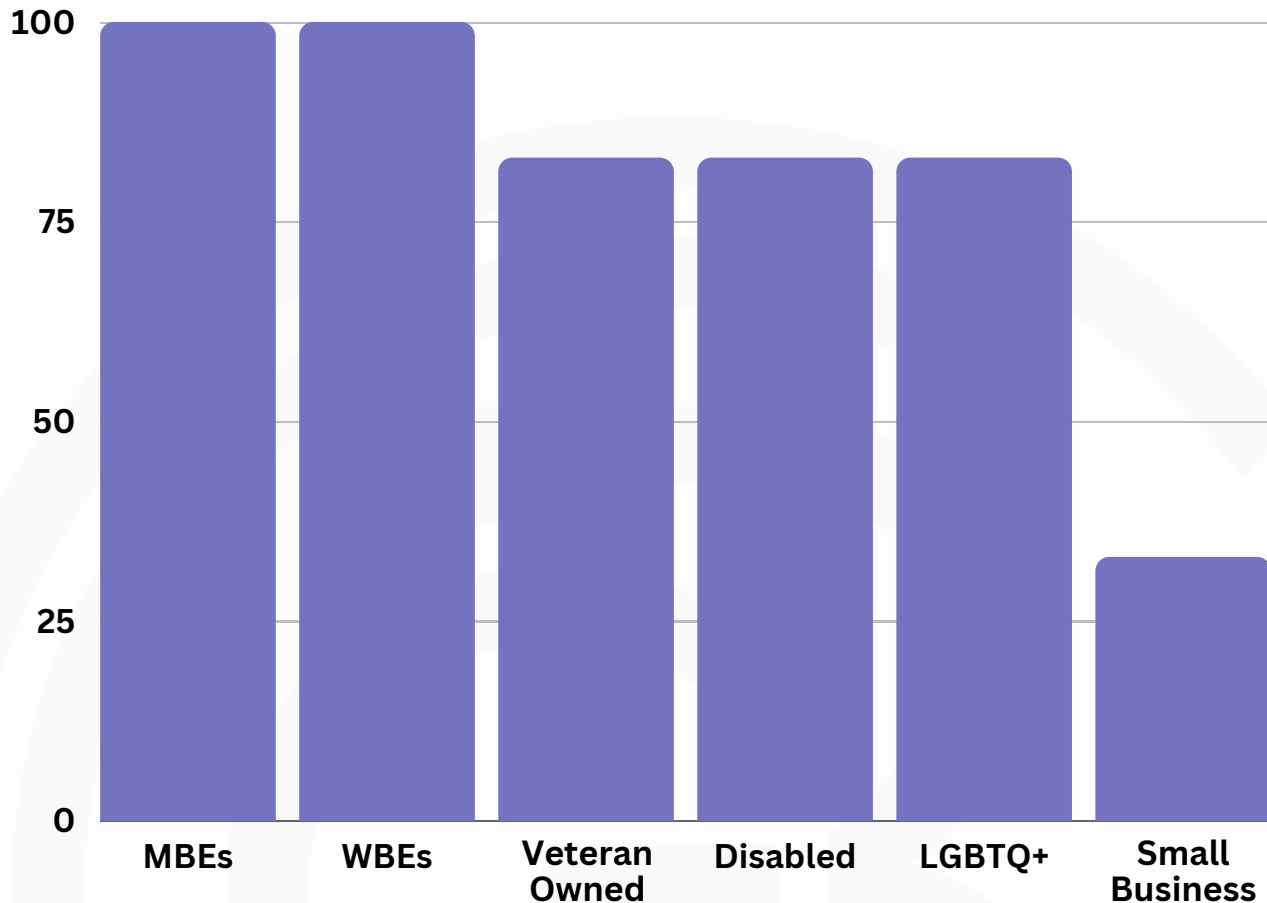
Top Sourcing Categories

- IT (resellers of software and hardware; web development; cybersecurity)
- Trades (HVAC, elevator services, electrical services, plumbing)
- Marketing (web services, consulting)
- General Contracting
- Facilities (custodial services, security, building maintenance)
- Food and beverage (catering, events, office)

Certification



Diverse Categories Tracked



Best Practices

- Get certified and make certifications visible in your branding
- Have examples ready of products and services
- Have strong referrals (emphasize work with same industry/sized companies)
- Emphasize value alignment with the company
- Have a clear and focused service statement
- Attend matchmaking and supplier diversity events
- Share full product/services offerings for future opportunities