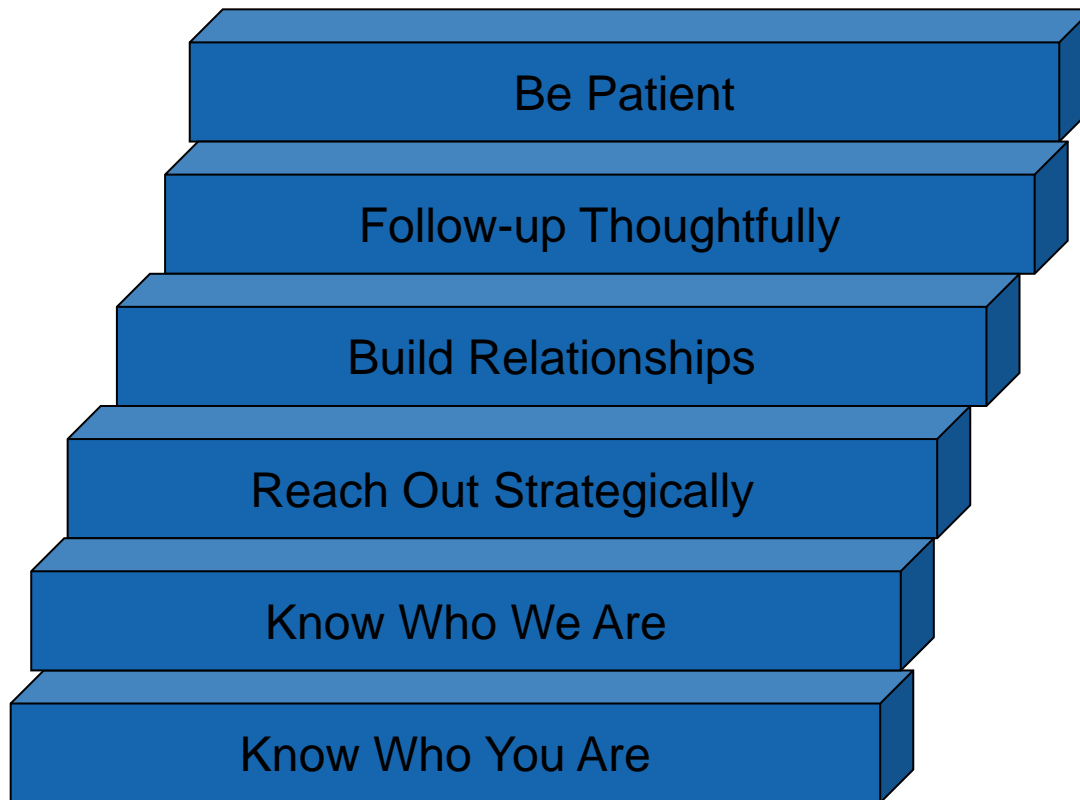


Doing Business with Allstate

March 29, 2016

Doing Business with Allstate

Six Steps for Successful Engagement



Know who YOU are

- What do you do...your area of specialty
- What is your value proposition
- What differentiates you from competition...not diversity status
- What level of capabilities and capacity can you supply...be sure you are ready to compete at the corporate level
- Who is your right customer...understand that you're not a fit for every corporation



Know who WE are

- Do your homework
- How you can help us achieve our corporate goals
- Would you seek to do business with us if we did not have a supplier diversity program



Reach out strategically

- Sign up on the portal
- Plan to meet us at a tradeshow...secure a matchmaker/one-on-one
- Leverage the host council and other organizations
- Cold calls and emails...get the name right - Allstate Insurance Company, not AllState or All State



Build relationships

- Do your homework and be prepared to have an educated conversation
- Send the right people who will make a good impression and create personal connections
- Be on time
- Don't interrupt or be overly aggressive
- Don't abuse connections and "stalk" contacts



Follow-up thoughtfully

- Confirm you have the correct contact information
- Follow up as requested in a timely fashion...via email, phone, etc.
- Make sure your website is current as we will research you
- Personalize communications...don't send us generic mass communications
- Keep your profile updated in any databases you complete



Be patient

- Needs are ever changing...timeline for bid opportunities depends on corporate needs and direction



Allstate Supplier Development Initiatives

- Mentoring Program
- Supplier Diversity Exchange
- Additional Webinars

General Registration/More Information:

<https://www.allstate.com/procurement/supplier-diversity.aspx>

