Doing Business with Fortune Corporations

How to sell to corporations Lynnette Smyer - Supplier Diversity Specialist



Mission: Manage the risk of every day life, recover from the unexpected, and realize their dreams

- 1922 94 Years
- #1 in Auto/Home/Life
- 35th Ranked Company
- 83rd Largest Bank
- \$34 Billion in Premium
- 37,000 claims per day
- 18,000 Agents
- 65,000 Employees





Diversity & Inclusion





Our Focus Today

- Align with key business partners to meet costumer's needs
- Educate the Enterprise
- Foster a diverse supplier base





Business with State Farm

- Know what you do
- Know what we do
- Have your elevator speech ready
- Be Prepared
- Be Professional
- Be Persistent
- Be Certified
- Attend Events
- Do Tier 2

