

MAKE REAL CONNECTIONS

Go beyond LinkedIn and Social Media. Attend OEM presentations and events. Join and participate in organizations where OEMs have a presence. Build relationships.

DEFINE YOUR BRAND

What can you do that your competitors cannot? Have a clear and compelling value proposition to show how you are better. Tell your story across all channels.

DEMONSTRATE EXPERTISE

Webinars, seminars, white papers, case studies, media interviews. Become the recognized expert in your niche or segment.

FOLLOW THE PROCESS

Good suppliers follow the rules. Dot every “i” and cross every “t”. Be easy to do business with.

DON'T FORGET

Sponsorships and partnerships can get you noticed by the right people. And make sure the OEMs can find you -- update your SEO now.



how to gain
VISIBILITY
with oems