

# Corporate Procurement Strategy

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An investment that works.

# Agenda

- Introduction
- Objectives
- Key Terms
- Procurement Process Overview
- 5Ps Framework (Preparation, Pitch, Patient Persistence, Partnership & Performance)
- Next Steps

# Introduction



**LaMecia Butler**  
REDF Consultant

- **Expertise:** economic empowerment and community-building; supplier capacity development and procurement access
- **Procurement Experience:** Meta, Super Bowl 50 and Super Bowl LI
- **Impact:** \$10M to local businesses (Super Bowl), \$1B+ annually with underrepresented businesses (Meta, 2021-2025); created NFL Business Connect “Pitch Day” (2016), developed and popularized “Supplier Spotlight” within the supplier diversity industry (est. 2020).
- **Other relevant experience:** Portfolio Manager and Farber Fellow (REDF)

# Learning Objectives

- Obtain a better understanding of the corporate procurement processes
- Learn key tactics to build relationships with procurement professionals
- Identify the key partners to help you pursue procurement opportunities
- Gauge your organization's readiness to pitch corporations

# Key Terms

Word	Definition
Supplier	Entity that provides good or service to a corporation <i>Synonyms: Vendor, Third-Party</i>
Tier 1	Supplier or vendor that provides direct services to the contract issuer; bills corporation directly <i>Synonyms: Prime contractor</i>
Tier 2	Business that provides goods or services to a Tier 1 supplier ; bills Tier 1 company <i>Synonyms: Sub-contractor</i>
Category	Purchasing vertical
Sourcing	Verb: Procurement process Noun: team responsible for company purchases Individuals may be called sourcing or category managers or buyers
RFQ/RFP/RFI/ EOI	Direct information and rate request from corporation to eligible suppliers



# Procurement Process



# Procurement Process

Initial Supplier Meetings  
Supplier Registration



Standards, Compliance & Privacy  
Financial Information  
Designated POCs



KPI Monitoring  
Milestone Achievements  
Deliverable Quality



## Discovery



## Vetting

Qualification Review  
Confirmed Goods & Services  
RFQ/RFI Process  
Inclusion Program Eligibility

## Onboarding



## Contract

Scope of Work, Deliverables,  
Budget and Performance  
Expectations finalized into  
legally binding document

## Performance Management



## Renewal

Dependent upon ongoing need  
and proven performance

# The 5Ps Framework



# 5 Ps of Procurement Strategy



Preparation



Pitch



Patient  
Persistence



Partnership



Performance

# Preparation



# Research Criteria

## Company

- What are their strategic priorities?
- Where are they located?
- What are they buying?
- Is purchasing centralized or de-centralized?
- How do they engage with suppliers?
- Who are their current suppliers? How are you different or better?

## Employees

- Who are the buyers?
- Who is leading innovation or significant strategies?

## Industry Peers

- What are other similar or competing companies?
- What suppliers are they using?
- What are other similar or competing companies?
- What suppliers are they using?
- What are other similar or competing companies?
- What suppliers are they using?

# Corporate Purchasing Category Levels

<b>Enterprise</b>	<b>Creative &amp; Production</b>	<b>Marketing &amp; Events</b>	<b>HR &amp; Corporate Services</b>	<b>Professional Services</b>	<b>Facilities &amp; Real Estate</b>
IT Software & Support Services	Creative & Production	Public Relations	Financial Services	Policy & Comms	Facilities, maintenance & repair
Office Equipment & Services	Digital Production	<b>Marketing Events</b>	Legal Services	Learning & Development (L&D)	Property & Construction
Network Hardware	Creative Services & Design	<b>Experiential</b>	HR & Employee Benefits	Consulting	Real Estate
Telecom Equipment & Telecomm Services	Translation and Localization	Market Research	Recruitment	Contingent Workforce	<b>Culinary</b>
			Tax & Auditing Services		



# Identifying Supplier & Purchasing Initiatives

**Do a deep-dive  
into the  
company's  
website**

- Search corporate website pages for direct supplier outreach
- Read public announcements and reports to identify opportunities and needs in your category
- Research private/public partnerships that would influence local buying

# Research & Contact Identification Resources

## LinkedIn

Social Media Platform

[linkedin.com](https://www.linkedin.com)

## World Business Forum

Senior Leader network

[forum.wobi.com](https://forum.wobi.com)

## Google

Web search

[google.com](https://www.google.com)

## Supplier.iO

Supplier intelligence platform

[supplier.io](https://supplier.io)

## ProcureCon Connect

Annual Procurement Conference

[procureconconnectus.wbresearch.com](https://procureconconnectus.wbresearch.com)

## Dragon Sourcing

Procurement Services Provider

[dragonsourcing.com](https://dragonsourcing.com)

## Procurement Leaders

Corporate Member Organization

[procurementleaders.com](https://procurementleaders.com)

## Institute for Supply Management

Member organization + annual conference

[ismworld.org](https://ismworld.org)

## Best-Practice: Monitoring Online Presence

**D**igital footprint  
**N**egative comments  
**A**ccuracy

# Pitch



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# Relationship Over Income

# Types of Pitches



Electronic  
Correspondence



In-Person Events



Virtual

# Standard Pitch Materials

ITEM	LEGNTH	CONTENT
Email	4-5 paragraphs	Goods/Services overview, Location, Service Areas, Value Proposition; Certifications, Website, Direct Contact Information, relevant electronic links
Capability Statement	1-2 pages max	+ Company Leadership + Customer Quote
Pitch Deck	5-10 Pages 15-20 minutes	+ 1-2 Customer Case Studies
RFQ/RFI Response	10-20 pages*	+ Project Team + Project Approach + Budget

\* Project dependent follow requestor instructions

# Example: Project Team Member Bio



**LaMecia Butler**

Project Role: Lead Instructor

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## Best-Practice: RFP/RFQ Tactics

**R**espond

**A**sk questions

**R**eview pricing

**E**xpect questions

# Value Proposition

## **Efficiency**

Operations, Business preparedness,  
Client empowerment

## **Innovation**

Technologies, AI integration and  
Business strategy

## **Cost**

Budget and rate card integration; cost-  
saving considerations

## **Social Impact**

Sustainability, Local economic  
development, Mission alignment

# Best Practices: Pitch Techniques



Edit



Ask  
Open-Ended  
Questions



Use AI With  
Caution



Avoid  
Unnecessary  
Jargon



Maintain  
your Expert  
Status

# Best Practice: In-Person Pitch Strategy



✓ Review attendees in advance

✓ Conduct Outreach Prior

✓ Maintain focus on conversations

✓ Confirm the next step

✓ Follow-up as agreed

**Who do you think is the most overlooked buyer?**

# Patient Persistence



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# Strategic Follow-up Options

*Once Certified, ESEs can register on additional portals and pursue direct corporate outreach.*

## Business Updates & Timelines

Mergers & Acquisitions, Product Launches, Events, Leadership Changes, Budget Timing

## ESE News & Milestones

New features or offerings, Client Case Studies, Recognitions, Whitepapers

## Pop Culture

World news, Trends, Previously discussed topics that are personal to contact

## Future Events

Mutual attendance, Suggested Events

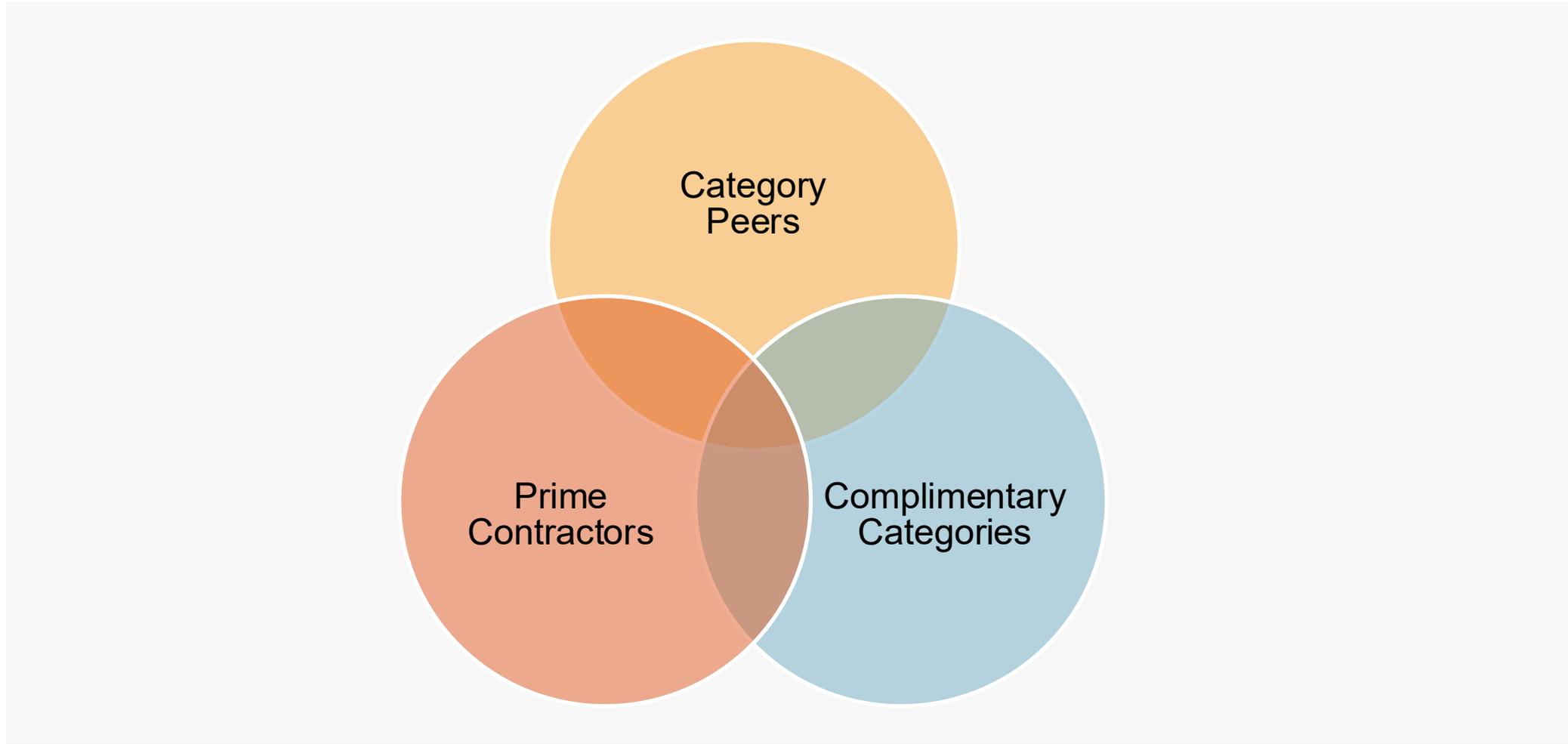
# Partnership



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**Pay attention to everyone in the  
room.**

# Supplier Partnership Opportunities



**Key Industry Term:**

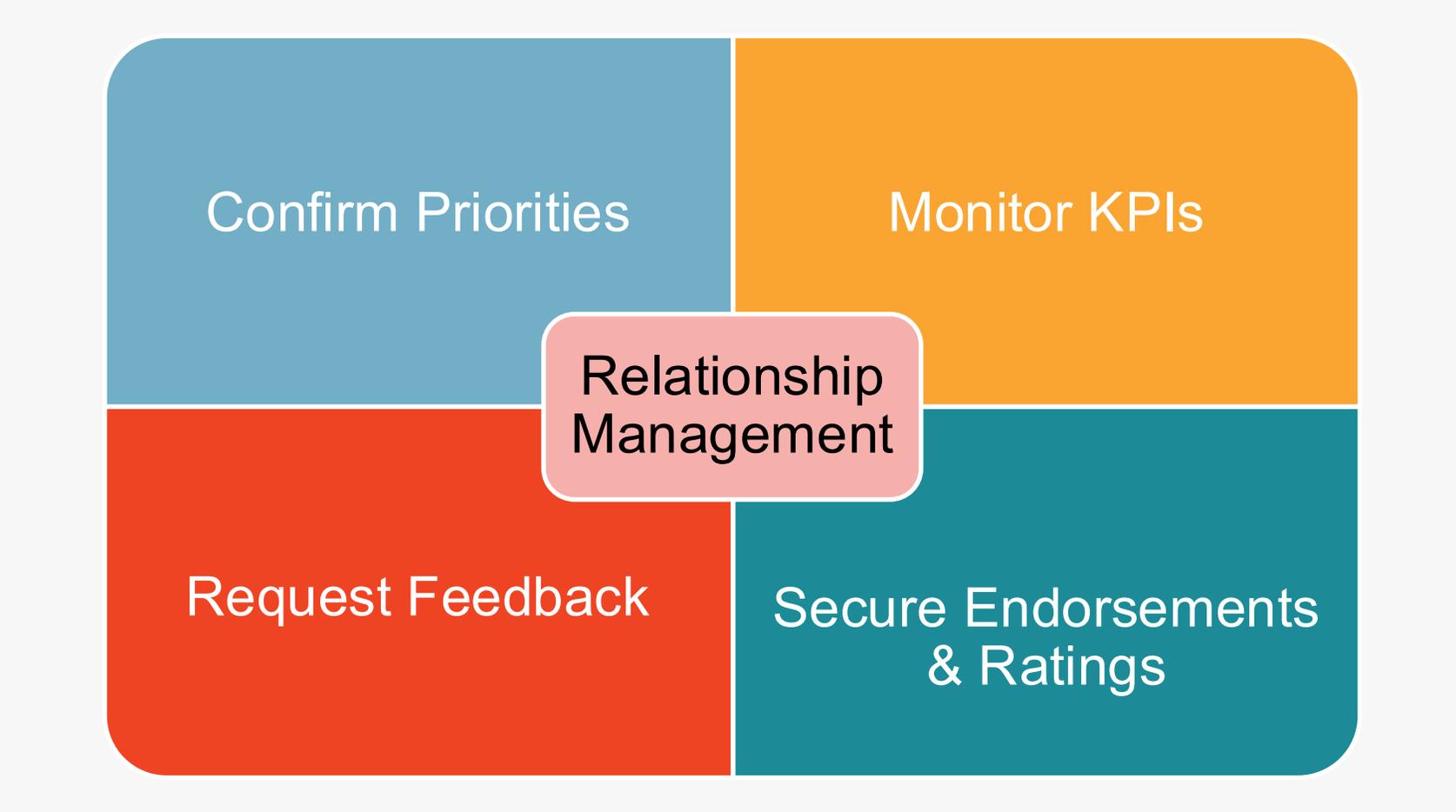
# **M**anaged **S**ervice **P**rovider

# Performance



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# Performance & Relationship Management Tactics



# Going Above and Beyond



Connect Your  
Customers



Participate in  
Pilot or Research  
Programs



Share Industry  
Insights

# Final Recommendations



**Small is all**

# Your Action Plan



## Determine Target Customer Criteria

Outline what type of customer you want to serve. Get specific about industry, location and mission alignment.



## Identify Potential Corporations

Use the criteria to make a list of potential companies. Choose quality over quantity. Do not initiate outreach!



## Create Pitch Documents

Develop your “pitch-in-a-box” which is standardized documents for email, capabilities statement, elevator pitch and a pitch deck that everyone must use.



## Review Network for Corporate Connections

Use LinkedIn, social media, business and other community groups to identify direct connections to your potential customers.



## Execute on the 5Ps

Use the guidance from this presentation to help you prepare for each engagement with corporations.



## Connect with REDF

Let REDF know if you are pursuing opportunities. Share barriers and lessons learned – this helps the whole ecosystem.



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**Thank you! Any questions?**



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