



# A Note from the President

## Ten Reasons to Partner with a Small Company

**Small is the New Big, Sustainable is the New Growth and Trust is BDN's Competitive Advantage.**

Small companies build relationships based on trust. A call to our office is not met with a pre-programmed voice asking you to enter the first three letters of the contacts first name. At BDN you are greeted by a human voice and speak directly to one of our courteous and informed administrative assistants.

A call made before or after normal business hours will likely be greeted by myself or you will be provided with my off hours number. BDN offers our clients low overhead, committed employees, personal client relationships and sustainable business models that produce sustainable growth.

**Ten great reasons to partner with a small, committed firm like BDN:**

### 1) Quick Response Time

A small business is very quick to respond to problems and solve them due to a small chain of command. Top management is usually available at once as are the people relevant to the situation allowing for a short response time.

### 2) Flexibility in Making Decisions

A small business doesn't spend valuable resources managing rules. A small business has the flexibility to decipher, streamline or modify the rules depending on the needs of the client. This allows employees, managers and owners the ability to make decisions on the spot, instead of treading through a long chain of command waiting for a decision. The decision is made faster, at times instantly, in a small business allowing work to carry on; productivity of the employees is increased advancing the client's project.

### 3) Personal Attention

The small business is able to give time and attention to its customers and this is the foundation of a successful business. Why do people love their favorite, little coffee place as opposed to the huge chains? Because the waitress is not in a rush and the person at the counter knows your name. Customer service empowers employees to make decisions and improve the rules to meet the needs of the client. With a standardized approach this simply is not possible.

#### 4) Specialization

A lot of small businesses remain small because they are specialists. With a smaller number of employees performing the work, they are exposed more fully to the challenges the client or project can present. They become specialists by continually addressing the unique problems inherent in an industry.

#### 5) Flat Structure for Easy Communication

There is often a single point of contact offered by a small business to its customers and this person is able to service the client better because of it. The person is more likely to know the customer's history with the company, better able to make a judgment call and is well versed with each section within the small business. This is mainly due to the flatter organization structure of the small business.

passed throughout the organization. Without a large number of employees and complex organizational structure, changes are made with substantially less time, money and effort.

#### 7) Networking

Smart, small businesses create networks of strategic partners to further address the needs of their clients and by utilizing these networks are able to offer the best and brightest every time.

#### 8) Automation

The proper leveraging of technology allows small businesses to provide big company follow-up, service and prospecting without the overhead.

#### 9) Depth of Experience

No one understands the changing market better than the CEO of a small company that has navigated his way, over the last 25 years, through the ups and downs of his industry.

#### 10) Passion

Why does someone start a business anyway – to fulfill a passion? It doesn't matter that freedom comes with a 60 plus hour work week, passion and purpose are contagious.

#### 6) Positive, Effective Change

The small business is more geared towards change due to its smaller size. Less training is required and the change is more fully encom-

**Come on a journey with us and experience the difference a small business can make.**

*Brent Bassett*

