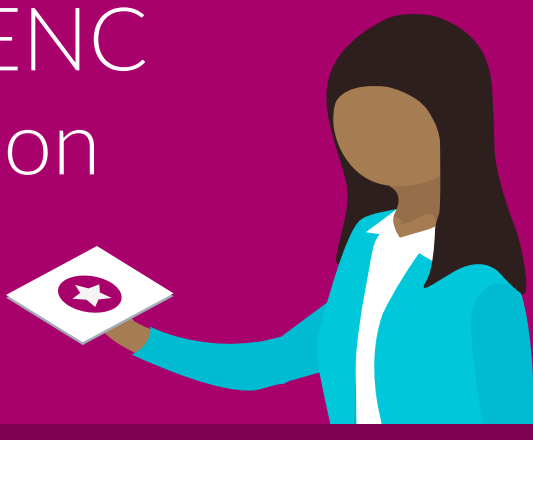


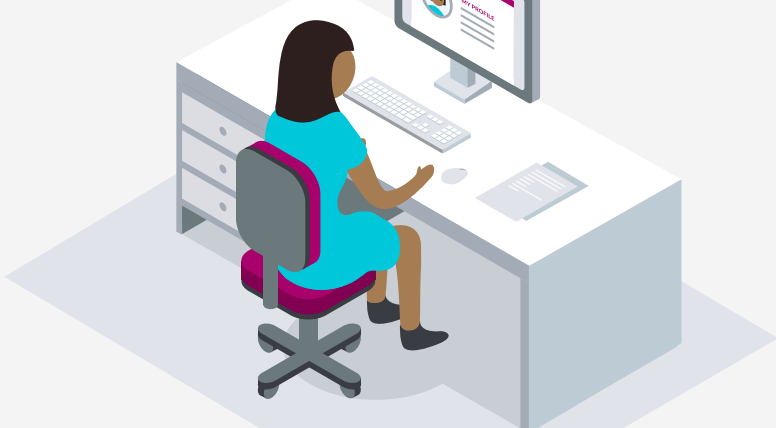
# Leveraging your WBENC Certification



## START

1

USE YOUR WBENC USERNAME AND PASSWORD TO ACCESS WBENCLINK 2.0 AND INSIGHTS



Use [WBENC Link 2.0](#) to download your certificate, update your profile and access corporate and WBE database

Use [Insights](#) to view educational information and WBENC updates

2

CREATE YOUR GOVERNMENT, CORPORATION, AND WOMAN OWNED BUSINESS TARGET LIST



[Understand supplier diversity programs](#)

3

DEVELOP SALES STRATEGIES



[Research national and local events and tradeshows](#)

4

MAKE YOUR PITCH TO YOUR TARGET



[Prepare and polish your sales pitch](#)

5

UTILIZE OTHER WBDC RESOURCES



Attend [events and workshops](#)

Check out our [e-learning library](#)

Other questions? [Check out our FAQs!](#)