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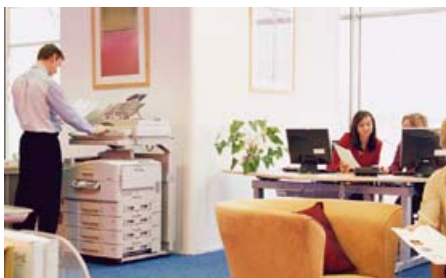


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## SALES PITCH



Fiona Walsh

# Olympic business star gives 5 winning rules

*Small size no barrier to success*

**H**ow would your business do if you had to relocate to a new country every two years where you had no customers, no contacts and no experience with local customs and business practices? Sounds like a nightmare, right?

This is the business model for Moving Products Inc. Their focus is the Olympic Games – they work with Olympic sponsor companies to outfit their guests, staff and technicians with customized clothing and accessory items. This eight-person company provides everything from footwear to headwear, and they handle every detail from sourcing product to delivery. To date they have been involved in 10 Olympic Games and worked with 150 Olympic sponsor programs.

And every two years, they move on to work in a new country. They just recently opened offices in Vancouver so I got the chance to sit down and chat with Ian MacDonald, CEO of Moving Products. I was curious to find out how a small Canadian company became such a big player in the business of the Olympics. Ian told me that the key to their success in this field is the same as it is for any other business in any market: to build trust with customers and prove that you can deliver.

"Our primary focus is not on selling stuff – it is to make sure the sponsor companies have the right Olympic experience," says Ian.

The most recent example of this is the Johnson & Johnson project. J&J are official sponsors of the 2008 Beijing Games. The Moving Products team identified that few people are aware of the enormous number of personal care products made by J&J, so they approached them with the idea of putting together an amenities kit filled with sample sizes of their various products to maximize their Olympic exposure. J&J loved the idea. The Moving Products team has since taken the kit to all the other 2008 sponsors to have them use it as part of their own Olympic programs. Special kits have also been created for the 2008 Games volunteers, athletes, and officials. By using their experience in past games working with other sponsors, Moving Products was able to help J&J build strategic relationships

with other corporate sponsors and get the J&J brand and products in front of world and corporate leaders.

For any company wanting to take advantage of 2010 business opportunities, here are Ian's rules for Olympic business success:

1. Know where you fit and what your core business is. Moving Products is very clear about what their expertise is and they have a clearly defined niche market. They only pursue opportunities that fit their core business.

2. Know what strengths your company brings to the table. Be very honest in analyzing how your strengths and expertise will benefit a 2010 opportunity. Keep in mind that the Olympics are a major financial investment for these companies. There is no room for error. Everything must be done well and on time.

3. Work within your niche market to identify 2010 business opportunities for your company. There are many potential opportunities out there and it is easy for a company to get overwhelmed and feel like they are wasting time and money.

4. Clearly define who your targets are. It could be the Olympic sponsors, the organizing committee or other companies who will have an Olympic presence. For Moving Products, the key targets are companies that want to build partnerships with organizing committees.

5. Spend time getting to know your customer – do your research. What do they need? The CEOs and boards of directors of all major companies worldwide attend the Olympic Games so there is a lot of pressure to deliver. Look to build a partnership with them.

As Ian says, "It is not about the size of your company. Olympic success depends on your ability to clearly identify the right business opportunity for you and then go out and make it happen." Moving Products is a prime example of a small company who identified Olympic gold and pursued it.

*Fiona Walsh is one of only three business coaches in North America approved to provide the highly successful and popular Ghost CEO coaching program. An expert in sales and business development, she offers tips for growing your business at [www.fmwalsh.com](http://www.fmwalsh.com).*