

Attributes of successful Indigenous business owners

In addition to the actions that Indigenous suppliers can take to win more contracts, there are certain ways that highly successful business owners behave which helps their business win more and more contracts in addition to being recognised as a respected representative of the Indigenous business community. These are the attributes of Indigenous business owners who are leaders in their field.

They:

- Bring together their Indigenous identity and commercial understanding to do business well.
- Deeply understand every aspect of their business including what it does and doesn't do.
- Are prepared to graciously turn-down an opportunity if it doesn't fit with their business offering.
- Learn from failure by turning it into future success.
- Are an active member of industry associations.
- Build and maintain strong working relationships with prospective and current clients.
- Seek feedback from client in a constructive way and act on this feedback.
- Develop and maintain a deep understanding of the industry they are working in including their competitors, and their clients and their needs.
- Are discrete. They keep ATMs, proposals and projects confidential.
- Actively seek – at all stages of the relationship – positive and constructive feedback from their clients.
- Are constantly thinking about ways to solve problems for their clients.
- Are ethical. They understand probity requirements of their clients and respect these boundaries.
- Always deliver what, when and how they say they will.
- Have their finger "on the pulse" by regularly scanning the market for opportunities.
- Present well. They are professional, punctual and organised.
- Live and work by Supply Nation's Code of Conduct.