



WORKING WITH SMALL BUSINESSES

– BRENDA RENSFIELD

Why work with a Small Business?



-  **Stronger Partnerships**

Small businesses value our support and often see us as trusted partners—not just vendors.

-  **Deeper Insight**

Collaborating from the ground up allows us to understand every detail of their operations, giving us insight we don't typically get with larger clients.

-  **Growth Opportunities**

Helping them scale builds loyalty and trust—plus, we can translate those same solutions to win bigger accounts later.

What is an SBDC?



SBDC = Small Business Development Center

- **Federally funded** program supporting small businesses
- Offers **free or low-cost** assistance
- Located nationwide—often tied to **universities or chambers of commerce and the World Trade Organization**
- Helps businesses **grow, compete, and succeed**
- <https://americassbdc.org/find-your-sbdc/>



 **Trade & Export Assistance** – Assistance with identifying international vendors and buyers, classifying products, navigating licensing requirements, and receiving training on key trade topics

 **Funding for Growth** – Assistance in applying for **business loans and grants**.

 **Operational Efficiency** – Guidance on technology adoption and software solutions.

 **Networking & Business Expansion** – Access to local vendors, business space solutions, logistics partners, and support in areas like marketing and accounting

Advantages of working with the SBDC / WTO



Ready-to-Ship Leads

- Businesses are **educated and export-ready**
- They understand shipping basics (HTS codes, Incoterms)

International support with government entities for hard to manage trade requirements

Networking

- Year-round **events & workshops** to meet potential customers
- **Co-branding and visibility** through SBDC/WTO partnerships

How can we support Small Businesses?



💡 Consultative Selling Approach

- Understand their needs beyond just quoting
- Help them navigate logistics decisions
- Support their growth while refining our own offerings

- 🚚 **Supply Chain Optimization** – Improve operations and reduce costs.

📖 Educated Clients = Less Handholding

- Clients prepped by SBDC are already informed—saving us time
- We integrate into their process, not just respond to requests



FOR INDUSTRIES
SMALL BUSINESS

LOGISTICS SUPPORT FOR SMALL BUSINESS

Running a small business or startup comes with enough challenges, but logistics shouldn't be one of them. Tariffs ... port strikes ... warehousing and returns?! Aeronet Worldwide specializes in being a one-stop solution that helps businesses like yours navigate the complex world of supply chain management. Whether you're shipping locally or globally, we provide the expertise, resources, and personalized support you need for efficient and cost-effective warehousing, distribution, and fulfillment.

🔍 Tailored to Your Business

We don't believe in one-size-fits-all solutions. Our logistics experts take the time to understand and research your unique needs, then recommend strategies that align with your business goals, budget, and growth plans.

📖 Supply Chain Education

Not sure where to start? We'll break down the logistics process, identify potential risks, and help you "know what you don't know" in order to make informed decisions that drive your business forward.

🚚 Seamless Freight Forwarding Services

From domestic shipments to international freight (including Customs brokerage), we'll handle the complexities so you can focus on running your business. We can even help with managing your current service providers.

📈 Scalable Solutions for Growing Companies

As your business grows, your logistics needs will evolve. We offer flexible and scalable service options – with non-fixed and variable costs – that can adapt to your changing supply chain demands.



Since 1992, Aeronet has been a family-owned company dedicated to providing the very best in global logistics solutions and freight services. With associates and partners connected to every major airport and seaport throughout the world, Aeronet is fully capable to handle your cargo and Make It Happen One Shipment at a Time™.



Personal Experiences / Examples



Uprise Energy – Met representative at a Small Business event in 2022, ended up quoting on an export project in 2024. While we couldn't match the larger companies' rates, we were able to provide insurance when they wouldn't and secured support from the SBDC to work with the Fijian government on import timelines.

US Government - Visibility from various panels I've sat on has resulted in referrals to a variety of customers, including the US Government where we worked on an exporting project to support Trade during COVID



THANK YOU



ANY QUESTIONS?

Brenda Rensfield: BRensfield@Aeronet.com

AERONET.COM

