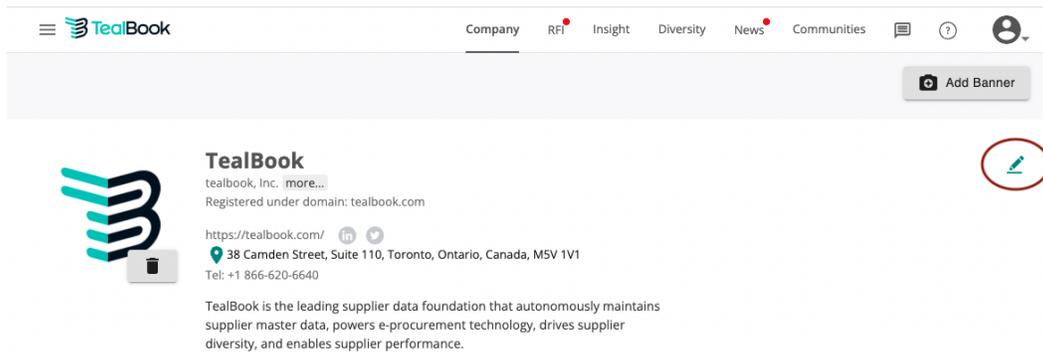


# Supplier Guide: Supplier Profile Optimization

Our buyer community which includes small businesses to Fortune 500 companies, utilizes TealBook for supplier discovery. The Supplier Profile Optimization process will help you raise your profile in TealBook searches, making you more discoverable to potential buyers and users.

## (1) Getting Started: Company Profile Section

- After creating a free TealBook account, you are able to edit and add more details to your company profile by clicking the **Pencil** icon on the top right corner under the **Company** tab.



- The next step is to **update** and **add** as much current information about your company. You can update the following fields below and click **Save**.
  - **Company name**
  - **Linkedin URL**
  - **Company description** (Note: this is a key area as buyers can search by "description," so adding as much detail about your company will help raise your profile to the top with search results).
  - **Social Networking Sites URL (Facebook, Twitter, and Instagram)**
  - **Supplier Diversity Program**

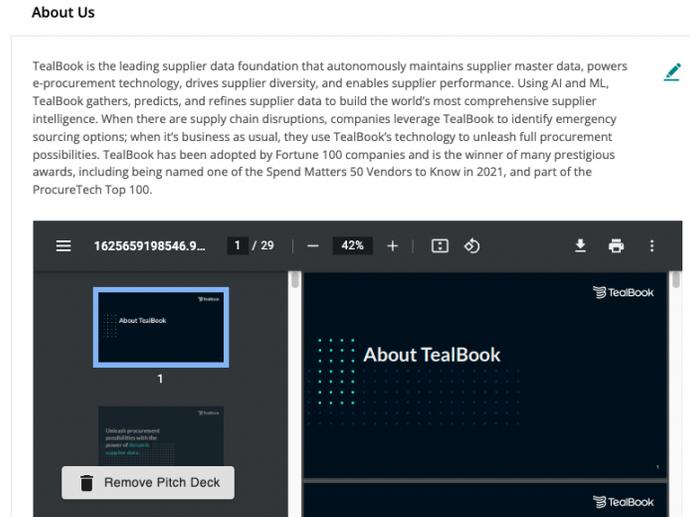
[Cancel](#) [Save](#)

<b>Name</b> TealBook	<b>Linkedin</b> <a href="https://www.linkedin.com/company/3875906/">https://www.linkedin.com/company/3875906/</a>
<b>Phone Number</b> +1 866-620-6640	<b>Facebook</b> Facebook page eg. <a href="https://www.facebook.com/tealbook/">https://www.facebook.com/tealbook/</a>
<b>Basic Description</b> English TealBook is the leading supplier data foundation that autonomously maintains supplier master data, powers e-procurement technology, drives supplier diversity, and enables supplier performance. 193 / 200	<b>Twitter</b> @tealbook
<b>Supplier Diversity Program</b> <input type="checkbox"/> Yes	

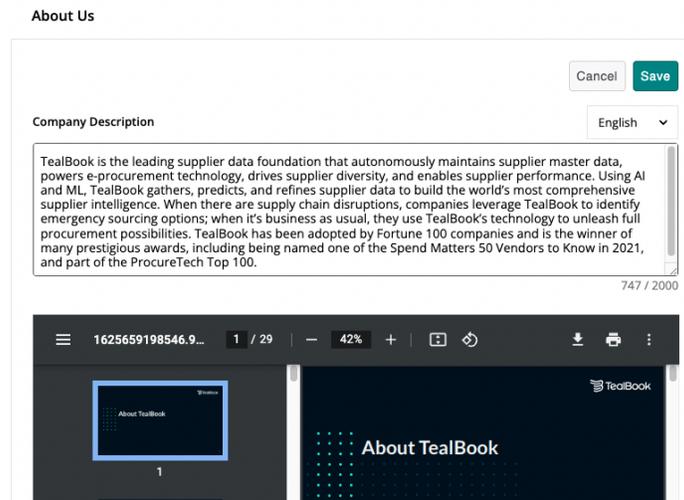
If you would like to change your website please [contact us](#).

## (2) About Us Section

- To provide potential buyers insight into your overall business, you can add a "Pitch Deck" to provide additional collateral for review for the potential buyers' consideration.



- Click the **Pencil** icon on the top right corner of the section and it should enable you to add a detailed description of your company and a pitch deck. Hit **Save** once you are done.



## (3) Corporate Information Section

- Your Corporate Information section is located on the right side of your profile. This panel provides a snapshot of your company's corporate details, which buyers find useful during supplier sourcing and selection. Click on the **Pencil** icon to **update** or **add** your corporate information. You can update the following fields below and click **Done**.

- **Parent Company Name:** If you are a sub-company, you can list the parent company name you are associated with.
- **Number of Employees:** Total number of employees overall.
- **Annual Revenue:** The total amount of money made by sales or services in a given year before costs or expenses are taken out.
- **Year founded:** When the company started.
- **DUNS#:** The Data Universal Numbering System by Dun & Bradstreet assigns a unique numeric identifier to a single business entity.
- **Tax ID:** A identifying number used for tax purposes in the United States and other countries under the Common Reporting Standard.
- **LEI:** The Legal Entity Identifier is a unique global identifier for legal entities participating in financial transactions.
- **NAICS code:** A classification within the North American Industry Classification System. (Note: this is a searchable classification and will be helpful for potential buyers when they enter this as a searchable filter)

**Corporate** 

**Parent Company's name**  
tealbook

**Number of employees**  
100-200

**Year founded**  
2014

What is your annual revenue?  
\_\_\_\_\_

**DUNS #**  
203271374

**Tax ID**  
846714442RT0001

What is your LEI?  
\_\_\_\_\_

**NAICS Code**

51	Information
5112	Software Publishers
511210	Software Publishers
5182	Data Processing, Hosting, and Related Services
5415	Computer Systems Design and Related Services

#### (4) Service Area Section

- Some potential buyers may look for companies in specific areas or look for local businesses to help diversify their supply chain. In the Service Area section, you can specify whether you do business globally or in specific places. You can select either select "**Global**" or "**Specify**" to provide your service location. By selecting "Specify," please indicate the service area.

**Service Areas**

**Where do you do business?**

Global
  Specify

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**Add a Service Area**

## (5) What We're Known For Section

- You are able to describe what your business offers or is known for by adding tags under the **Add a Skill** section. You can also delete tags by clicking on the “X” icon next to each keyword.

**What we are known for** Delete all

Searching for new suppliers x Procurement Software x Software x

Machine Learning x Supplier Knowledge Management x Diversity x technology x

AI x Diversity Reporting x Diversity Reports x Sales x support x

Procurement Transformation x Training x customer service x Procurement x

supplier information x Best in class x Supplier Searches x Supplier Discovery x

Central Hub Solution x SAAS x Data x Data centric x supplierassistance x

Supplier Identification x OSHA Guidelines x Supplier Qualification x Sourcing x

Data Foundation x Dynamic Supplier x explain how the tool works x supplier data x

Web design x very nice team x Supplier Intelligence x free cookies x

**Add a skill**

Data

Press enter to add new tag. x Do not show again

## (6) What Differentiates Us Section

- To make your company stand out, you can add unique tags such as a special qualification like ISO certification, community leader, or top corporate culture by entering your unique tags under the **Add a Word** section. You can also delete tags by clicking on the “X” icon next to each keyword.

### What differentiates us

Delete all

Machine Learning ✕

Curated Search ✕

Rapid Development ✕

Supplier qualification ✕

Happy ✕

AI ✕

Supplier Normalization ✕

Best in class ✕

Data Foundation ✕

**Add a word or descriptive phrase that differentiates you**

## (7) Location Section

- It is important to add your location as TealBook clients are most interested in this information when trying to discover new suppliers to work with. To list your various company locations, fill out the fields below under the location section then click **Add**.
  - Company Address
  - Location Name
  - Phone Number
  - Primary Address : You are able to mark your primary address.

### Locations Delete all

**Cincinnati** ★

6809 Main St, Unit #291  
Cincinnati, Ohio, 45244  
United States

Edit Remove

**Toronto, Headquarters**

38 Camden Street, Suite 110  
Toronto, Ontario, M5V 1V1  
Canada

Edit Remove

**Toronto**

38 Camden Street On  
Toronto, Ontario, M5V 1V1  
Canada

Edit Remove

**Toronto**

110-38 Camden Street  
Toronto, Ontario, TORONTO M5V 1V1  
Canada

Edit Remove

**Toronto**

Toronto, Ontario, M5V 1V1  
Canada

**Toronto**

38 Camden Street  
Toronto, Ontario, M5V 1V1

**Address**

**Name**

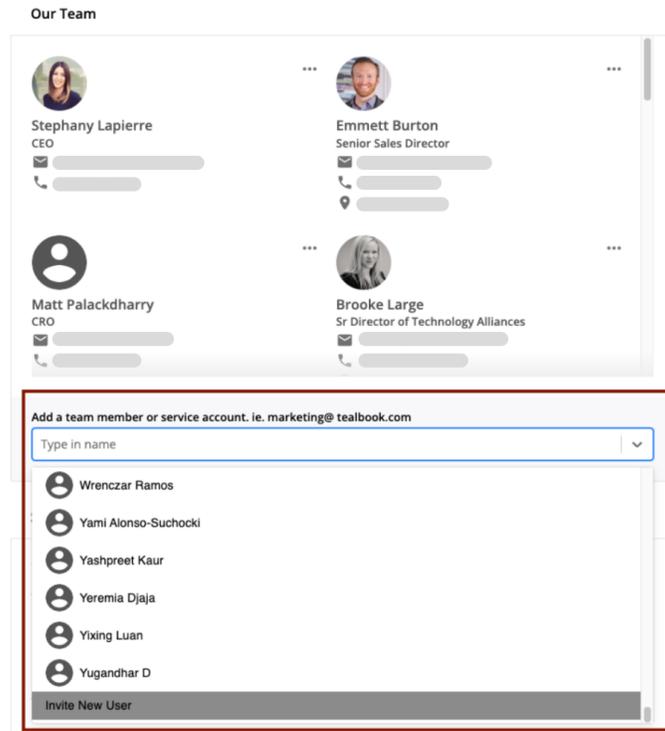
**Phone**

Primary Address

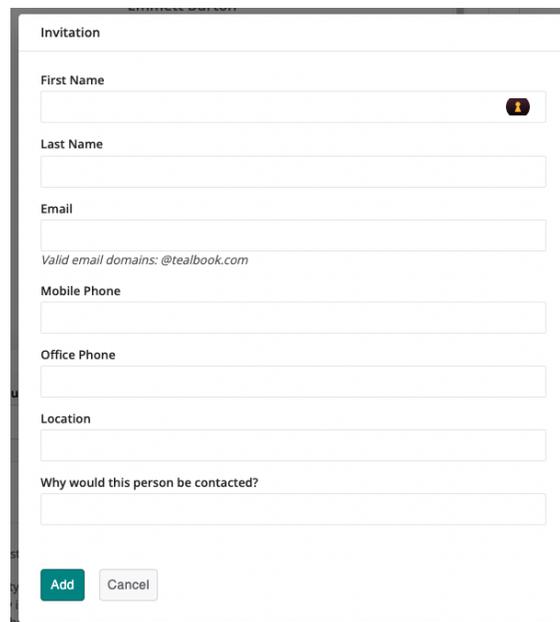
Cancel Add

## (8) Our Team Section

- Having the right point of contact is important for supplier discovery. Under this section, you can invite a member of your organization to join TealBook and add their information by clicking on **Add a Team Member** and **Invite New User**.



- The next step is to populate the fields below and click **Add**.



## (9) Qualifications Section

- Many corporations are looking for diverse qualified companies to work with as part of their corporate initiatives. Under this section, it allows you to add current certifications held by your organization by clicking the **Add Certification** field and selecting the **Category**.

**Qualifications**

Diversity 

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✓ **Small Business Enterprise**  
 [Download Attachment](#)  
 Expires on 09/22/2022  
 Self Certified by: TealBook  
 Last updated: 09/22/2021  
 Certifying Country: Canada  
 Certified Name: TealBook  
 Certified Address: 38 Camden Street, Toronto, Ontario, Canada, M5V 1V1  
 Website: <https://tealbook.com/>  
 Contact: Matt Palackdharry , matt@tealbook.com

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**Add a Certification**

✓ Please select a category

- Diversity
- Quality
- Information Security
- Social Responsibility and Sustainability
- Food

- After selecting the certification category, you can add the following fields below and click **Add**.
  - **Certification Agency**
  - **Name of Certification**

**Qualifications**

Diversity 

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✓ **Small Business Enterprise**  
 [Download Attachment](#)  
 Expires on 09/22/2022  
 Self Certified by: TealBook  
 Last updated: 09/22/2021  
 Certifying Country: Canada  
 Certified Name: TealBook  
 Certified Address: 38 Camden Street, Toronto, Ontario, Canada, M5V 1V1  
 Website: <https://tealbook.com/>  
 Contact: Matt Palackdharry , matt@tealbook.com

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**Add a Certification**

Diversity

**Certification Agency**  
 Please select a Certification Agency

**Name of Certification**  
 Please select a Certification

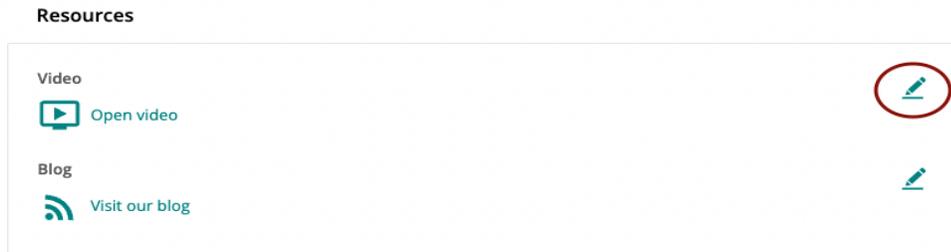
**SUPPLIER VERIFICATION**

I hereby certify that all information provided above is true and complete to the best of my knowledge. The undersigned certifies that they are authorized to sign on behalf of the Company listed above and that all the information above is true and accurate. This information I am sharing should be treated as valid until an updated form is submitted. It is the supplier's responsibility to notify TealBook if supplier's size, classification, ownership or other relevant information changes. The supplier may submit changes at any time on this same form. \*

Note: TealBook also has a self-certification program whereby you can identify your company as diverse. Learn more about this by visiting our [website](#).

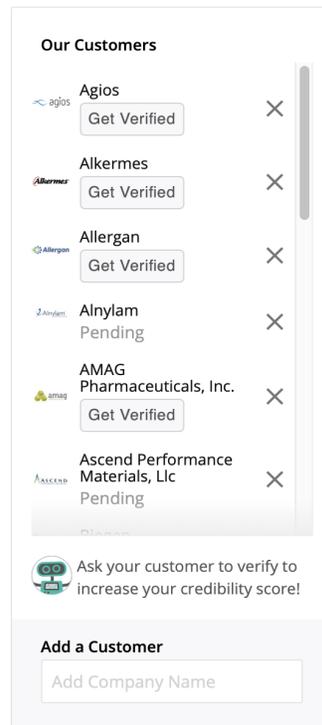
## (10) Resources Section

- You can add supplemental resources that you think will help give your company the full story. TealBook allows you to add a blog and video by clicking the **Pencil** icon and adding the **url**. Click **Save** once you are done.



## (11) Our Customer Section

- A great way to increase your credibility is by reaching out to the existing network that you are already in TealBook to verify you. You can type in the company's name at the **Add Customer** field and click on the **Get Verified** button.



- This will open another window where you can add your contact's name, email, and a short message asking them to verify your company. Verification status will show as pending. Once your contact has verified your company, the status will show a **checkmark**.

Invite your contact to verify your company

First Name \*

Last Name \*

Email \*

Valid email domain: @agios.com

Message (Link to your company profile will be inserted automatically)

Please visit my company profile to confirm our business relationship

## (12) Profile Completeness Section

- You can check on how complete your profile is with our **Profile Completeness Scale**.

### Profile Completeness



 **Tealbot Tips**  
**Outstanding!** You've covered all the main profile areas. If you want ideas on how to keep improving, attend the weekly [Profile Optimization](#) webinar.

*Note: Should you have further questions on optimizing your profile to help potential buyers find your company, please reach out to a representative at [support@tealbook.com](mailto:support@tealbook.com).*