



MARKETING

Access New Marketing Opportunities

Bender Consulting Services, Inc.

Employer: You have a mother of a child with a disability, and you have a company that is disability friendly, or has appropriate products. I guarantee you that will have an impact on where that mother purchases that product. It does have an impact, because, when you're a person with a significant disability, there's a brother, there's a sister, there's a mother, there's a father, or a wife or a husband. There's a whole group, and they very well know how companies treat that person in their family.

IBM

Narrator: Andrew Bryant experienced a severe decrease in his vision while employed as a traveling salesman with IBM. Andrew's also addressed one of corporate America's greatest fears – how customers and co-workers interact with people with disabilities.

Employer: There's no relationship between Andrew's ability as a salesman, and his ability to see or his ability to hear. He's a perfectly competent salesperson. It's great that he has been able to work for a company that is as flexible as IBM. I would feel more comfortable knowing that a company valued its people enough to make accommodations for them.

Manpower, Inc.

Employer: Bringing in diverse talent such as people with disability not only brings in a rich source of talent that has gone untapped for many years, but in fact they reflect a marketplace that, in fact, many customers have really tapped into from a business perspective.

Positive Vibe Cafe, Inc.

Customer: Never had a bar where I could just roll right up and have a blast.

Reporter: So you can sit here, watch TV, have a drink like anybody else.

Business Owner: The wheelchair bar was the first thing that we decided we would have. The back in the kitchen is specially designed for people with disabilities, as well.

Reporter: Everyone is welcome, and anyone can work. A restaurant created specifically for people with disabilities.