



Babs Sefiane, On Site Rep

When Babs Sefiane, Director of Client Solutions at On Site Rep, joined the SMC Business Councils in October 2016, she was eager to move her career forward and take full advantage of the many member benefits that would help her do that. Two months later she changed jobs, and four months later she found herself connecting with new people and new opportunities to build her professional footprint.

"In four short months, SMC has helped me grow my business with potential opportunities and making connections that otherwise would not have happened," says Sefiane.

The greatest benefit of her SMC membership, she says, is member-to-member interactions. One recent example: While attending SMC Business Council's Annual Legislative Reception, Sefiane met a customer affiliated with her former employer, and ran a competitive bid to help him save a significant amount of money on utility costs. "He said that the process was so easy, simple, and painless; he couldn't believe that it took him less than a 30-minute conversation with me, copies of utility invoices, and signing a paper to learn that he could save this much money on his utility bill for 'basically doing nothing.'"

Sefiane provides an even broader aggregate of services as Director of Client Solutions at On Site Rep, a newly-founded facility consulting and general contracting firm in Pittsburgh that works with contractors, vendors, and suppliers in the construction industry. Her professional areas of expertise are sales, business development and lead generation, customer relationship management, contract management, training, and marketing.

The SMC Business Councils has helped Sefiane grow her business through introductions to key decision makers who otherwise would not have been accessible to her. "The SMC is very good at connecting people together – especially business to business – and the right level of people to be connected with," she says. "You receive such a personalized touch with each introduction and connection that is made. It's invaluable."

"Many times you go to networking events and it's you and just a bunch of other people, whereas SMC networking events are planned well and they help connect you with key decision makers so you can walk away with some worthwhile leads. Let's be honest: Isn't that why we all go to networking events? So we can increase our business, grow our business, and make the right business connections?"

Besides making new connections through her SMC membership, Sefiane has access to the membership list to identify new contacts; Chris Heck, SMC Membership and Business Development Manager, then facilitates introductions. She also can utilize the SMC's Cranberry Woods office space and conference room facilities.

"You have so many benefits as a member," Sefiane says. "It's really up to you to take advantage of your membership and the benefits made available to you."