

Marketing to the Government

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Tell Me About You



You complete all your registrations with the CCR, ORCA, FedTeds, and VETBiz, DSCC, DOE and the State of Tennessee ECD...

...then what?





the Laws of Marketing...

Do Your Research

The 1st Law of Marketing

Customers get excited and take notice of your product or service when they perceive that it offers them a benefit.

*The customer wants to know **what's in it for me***

Do Your Research

The 1st Law of Marketing

*Benefits are the solutions to the customers
day-to-day problems*

Benefits are what customers pay for

....Realize Each Agency is Different

Give Them a Reason to Believe

What is your “Rational” for being in Business

What is Your Competitive Edge

What Are You Good At

SWOT Analysis



Give Them a Reason to Believe

Beware of focusing on the fact that you don't have something...it is more powerful to sell the presence of a positive than the absence of a negative

Be Ready For Rejection...

*Let the customer say no because what you offer does not apply...But never let a customer say no because they **do not understand** or **know what you offer***

It's a *Number's Game*...

Just as it takes 36 gallons of sap to create one gallon of pure maple syrup...it takes lots of contacts to make it happen.

The more contacts you make, the more people you have working for you.

Establish Good Work Ethic

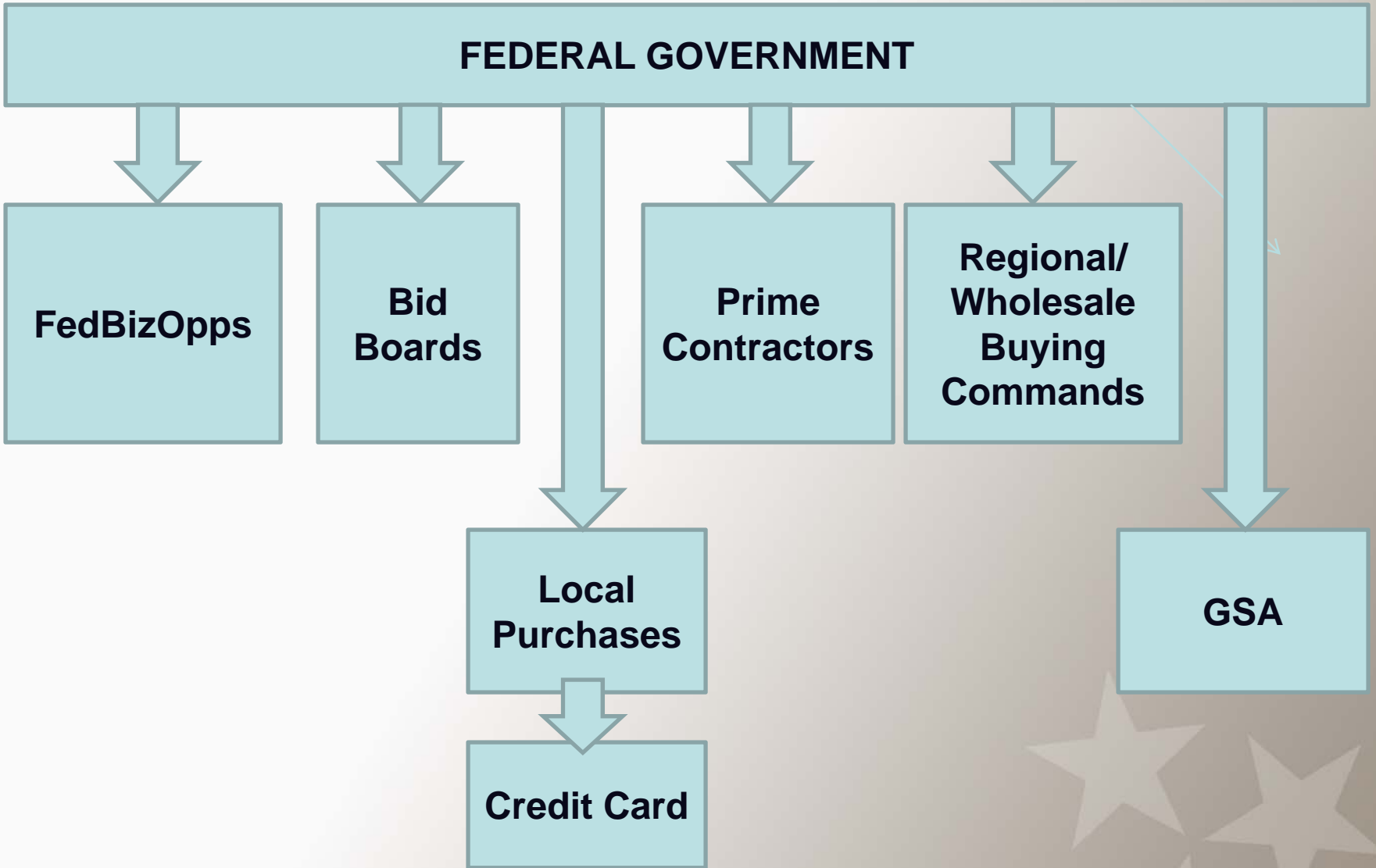
1. Registrations
2. Market Research and Trends
3. Determine Marketing Focus and Strategy
4. Establish Marketing Budget
5. Marketing Materials
6. Make Contact (Set Goals)
7. Be Responsive and Get Paid



Marketing Research

How Do They Buy

- Over \$25,000 and FedBizOpps
- Under \$25,000 or Local Purchases
- Under \$3,000 or Credit Card Purchases
- Government Wide Acquisition Contracts (GWACs, DWACs)/GSA Schedule
- **PRIME CONTRACTORS**



Marketing Research

How Do They Buy

- Request for Proposal/Over \$100,000
- Request for Quotation/\$2,500 - \$100,000
 - Set-A-Side for Small Business
- Unsolicited Proposals
- Oral Presentations

Marketing Research

How Do They Buy

- Firm Fixed Price Contracts
- Cost-Reimbursement Contracts
- Indefinite-Delivery Indefinite-Quantity (IDIQ)
- Blanket Purchase Agreements

Marketing Research

What Are They Buying

- FedBizOpps <http://www.fedbizopps.gov>
- Government Budget/Office of Management and Budget
<http://www.whitehouse.gov/omb/budget/fy2007/>
- Federal Procurement Data System – Next Generation <https://www.fpds.gov/>
- Agency Website (Forecast)
- Grants.gov (www.grants.gov)

Search FedBizOpps

- Keywords
- Set-A-Side Code (Hubzone, Woman-owned, Minority, Veterans, etc)
- Product Service Codes
<http://contracting.hill.af.mil/SmallBusiness/FSC%20and%20PSC.doc>
- NAICS Codes <http://www.census.gov/naics/2007/index.html>
- By Agency

Marketing Research

- Sub Contracting Opportunities
 - SBA Subnet (<http://web.sba.gov/subnet>)
 - Subcontracting Opportunities Directory
http://www.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html
 - DOD Subcontracting (DOD Office of Small Business) http://www.acq.osd.mil/osbp/doing_business/index.htm

Marketing Research

Who Are Your Competitors

- CCR
- GSA Schedule Advantage
<http://gsaadvantage.gov>
- Small Business Specialist
- Contracting Officer
- Debriefings
- Teaming Partners?

[HTTP://www.Google.com/Unclesam](http://www.Google.com/Unclesam)

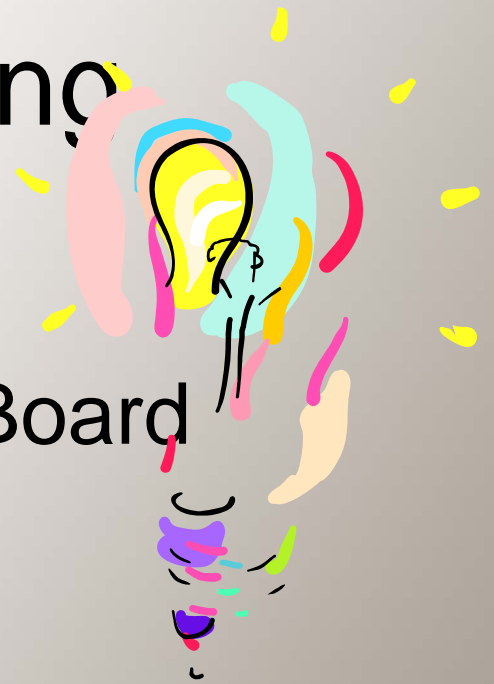


Determine Your Marketing Focus and Strategy

- Wait on FedBizOpps, and Bid Board Announcements

and/or

- Development A Target List of Customers



Who Do You Call

- Small Business Specialist
- End User
- Program Manager
- Contracting Officer/Buyer

Marketing Materials

- Elevator Speech
- Brochure/Flyer
- Capability Statements
- Website

Marketing Strategy

- Advertising
- Direct Mail/Telemarketing
- Networking Opportunities
 - Procurement Organizations
 - Procurement Fairs
- Registration, Registration, Registration

Marketing Goals

- Time Spent Review Opportunities on FedBizOpps
- # of Bids Quoted
- # of Contacts Made
 - Telemarketing
 - Face-to-Face

The Marketing Meeting

Develop A List of Questions That you Think They are Going To Ask You

Tell Them About 1-2 Things That You Are Really Good AT

Tell Them How you Are Different From The Next Company

Impress Them With Your Knowledge of What They Are Doing

The Marketing Meeting

- Review Agency Websites
 - Agency Mission
 - *How To Do Business With...*
 - Agency Forecast
 - Contact Persons

The Marketing Meeting

What They Are Looking For:

- Pricing/Best Value
- Past Performance
- Technical Capability
- Financial
- Personal Relationship

The Marketing Meeting

What is the Procurement Cycle

Make An Appointment !!!

How much time do you have?

Security Clearances?

Follow-up

BID

- BE RESPONSIVE
 - Deliver On Time and in the Prescribed Format
- Work With CO To Establish Long-Term Relationship
- Price History
- Establish Bid/No-Bid Criteria
- Request a Debriefing

Helpful Tips

- Read the Solicitation, Read the Solicitation, Read the Solicitation
- Do Your Research
- Provide a Good Product/Service
- Keep A Good Attitude & Be Patient
- Contact Us If you Need Help

Questions





UT-PTAC

www.PTAC.Tennessee.edu

