



# Selling to the Government: 6 Steps

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# Introduction to SDCOC

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- What is a PTAC?
- Summary of Services
- Training Schedule
- Program Sponsors
- FACT Sheet

# QUIZ ?

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Counting the Federal government as one and each state as one, how many government entities are there in the U.S.?

- a.) 25,000
- b.) 80,000
- c.) 160,000

# Answer

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# # 1. Conduct Market Research

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## Questions to Answer:

- **Does** the government buy my products/services?
- **Which agencies** buy my products/services?
- **When** do they buy?
- **How** do they buy?
- **Who** is my **competition**?

## # 2. Locate Bidding Opportunities

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- Federal: [www.fedbizopps.gov](http://www.fedbizopps.gov)
- CA State: [www.cscr.dgs.ca.gov/cscr/](http://www.cscr.dgs.ca.gov/cscr/)
- Local: <http://www.sddt.com/PublicNotices/>
- Individual Agency Websites

# Unadvertised Opportunities

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- Credit Card Purchasing
- Smaller Purchasing
- Blanket Contracts (IDIQ, GSA Schedule, CMAS)
- Subcontracting

## # 3. Target Specific Agencies

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- Target agencies who buy your products/services.
- Target 3-8 agencies.
- Allow time for relationship building.
- Learn as much as you can about targeted agency:  
How do they do business  
(websites, meet with representatives, attend events, classes, etc).

Make sure your target agencies are a good fit!

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# # 4. Complete Registrations

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- Federal: [www.ccr.gov](http://www.ccr.gov)
- CA State: [www.cscr.dgs.ca.gov/cscr/](http://www.cscr.dgs.ca.gov/cscr/)
- Local: each target agency may want you to register with them.

# # 5. Get Certified!

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## QUIZ ?

Having my business become certified as a minority-owned, women-owned, small disadvantaged business, etc. will automatically increase my sales.

**True**  
or  
**False?**

# Answer

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**False**

# # 5. Get Certified!

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- Federal Certifications: U.S. SBA:  
Small Disadvantaged Business (SDB), 8(a), HUBZone  
<http://www.sba.gov/services/contractingopportunities/certifications/>
  - Federal Certifications: U.S. DOT:  
Disadvantaged Business Enterprise (DBE)  
<http://www.dot.ca.gov/hq/bep/index.htm>
  - CA State (DGS): Small Biz & Disabled Veteran  
Business Enterprise (DVBE)  
<http://www.pd.dgs.ca.gov/smbus/getcertified.htm>
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# # 6. Marketing to Target Agencies

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- Meet as many representatives as possible!
- Convey benefits of doing business with you:  
Why buy from you and not your competition?
- Contact Small Business Representative
- Join Associations

# Attend Networking Events

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- San Diego Supplier Development Council  
<http://www.sdsdc.org/officers.html>
  - Navy Gold Coast: <http://www.navygoldcoast.org/>
  - Paths to Partnerships – October 2, 2008  
<http://www.sdcwa.org/>
  - Associations Events  
(Elite DVBE, NAWIC, ASA, Construction Marketing Club)
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# Thank You for Coming!

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## Questions?

Please utilize our services...  
we are here to help!

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