

Finding Your Government Marketing Niche

*Introduction to Government
Contracting Presentation*

What This Workshop Will Cover

- “Ready, Willing, and Able”
- Crafting your Government Marketing Plan
- Identify your Core Competency
- Confirm that the government buys what you sell
- Mind your “P’s” and “Q’s”
- Put your best foot forward

Is your Business Ready for the Government Market?

Your business is:

- **Financially sound**
- **Experienced**
- **Ready, willing & able to perform**
- **Computer and internet capable**
- **The resources, time, patience and tenacity to pursue government marketing success.**

Your Government Marketing Plan and Laying the Foundation

- Part of Overall Business Strategy
- Balanced Portfolio
- Government market may help smooth out the ups and downs of commercial market
- Building Blocks to a successful marketing strategy:
 - Understand your business
 - What do you offer potential government customers?
 - Learn about the government market
- Learn more about the government market
 - Who?
 - What?
 - How?
 - Where?
 - When?
- Be ready to market your business.

Understanding Your Business

Some questions to answer:

- **What does my business do best?**
- **How can I differentiate my products or services from my competitors?**
- **What problems does my product or service solve?**
- **What needs does my product or service meet?**

Find your Niche!

- Don't say "I can do everything". You can't be everything to everyone.
- "You shouldn't do 4,000 things 12 times, but rather 12 things 4,000 times."
 - **80% of income comes from 20% of product – focus on that 20%.**
- Focus on identifying your core competency

Core Competency

- What you do best
- Past Performance
 - **What you have the most experience doing**
 - **Satisfied customers mean good references**

Market and Competitive Research

- Who? Which government agencies?
- What? Which of my company's products or services?
- How? Which purchasing mechanisms?
- Where? Where is the government sourcing?
- When? How often and is there a pattern?

Maine PTAC can teach you about the online tools that will help you answer these questions.

Market and Competitive Research Tools

- Federal Business Opportunities (*FedBizOpps*)
- Federal Procurement Data System (*FPDS*)
- General Service Administration (GSA) eLibrary
 - ***GSA Schedule Sales Query (SSQ)***
- Central Contractor Registration (CCR)
- SBA's Dynamic Small Business Search (*DSBS*)

“P’s” and “Q’s” to Ponder

- Product
- Price
- Promotion
- Place
- Quality
- Quantity

Product (or Service)

Elements of Product you should address

- **Know your NAICS Codes**
 - <http://www.census.gov/eos/www/naics/>
- **Past Performance – either in commercial market or on other government purchases**
- **Sometimes Place of Manufacture**
 - **Buy American Act?**
 - **Berry Amendment?**
 - **Trade Agreement Act?**
- **Packaging**

Price

- Pricing your product is a critical area in your business – you must decide on discounts and concessions
- Your business must be profitable so you must **know all your costs**
- Don't set the price so low you can not make a profit
- Not bidding on a particular government job can be a good strategy.

Pricing Strategies

- The Government is looking for the **“LOWEST PRICE”** on sealed bids (“Request for Quotes/RFQ”) and electronic bidding
- The Government wants **“Best Value”** in proposals (Request for Proposals/RFP's”) and will give evaluation factors. “Total Lifecycle cost” & factors other than price are important.
 - **Past Performance**
 - **Personnel**

Note: Company may have to follow Government guidelines on wages or levels of bonding or insurance.

Promotion

Some Pre-Solicitation/Pre-Marketing Strategies

- Electronic Strategies – Company Website
- Printed Material
- Face-to-Face (relationship building)
- Develop a contact list
- Fill out the SBA Supplemental Pages in the CCR
- Craft a one-page Capability Statement

Capabilities Statement

A one-page overview

- Effective marketing tool used in pre-bid activities – tells your story
- Core Competency
- Develop your message based on the solution you offer to meet the government customer's needs
- Highlight your strengths and unique capabilities
- Provide relevant past performance information



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CAPABILITY STATEMENT

PAST PERFORMANCE

Community Housing Works
Poway Villas Relocation
\$120,000
Turnagain Arms Relocation
\$148,000
UCSD
Chemistry Lab Relocation
Staff Relocation
\$11,000
MCAS Miramar (Sub)
Barracks Renovation
\$60,000
State of California
Dept. of Industrial Relations
Office Moving
\$5,000

FACILITIES AND EQUIPMENT

- 24,000 sq.ft warehouse
- Security - video surveillance and alarm
- Military (Dept. of Defense) approved warehouse
- Fleet - 14 trucks



Agent for Wheaton Interstate Moving
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Corporate Overview

Established in 2002, Priority Moving, Inc. is an award winning moving, storage and installation company. We perform over 3,000 relocations per year and are dedicated to deliver a consistently high level of quality and service.

Priority Moving, Inc. is among a few selected companies awarded ProMover™ status. As a ProMover™, Priority Moving, Inc. has been screened and certified to uphold the strictest level of business ethics and financial stability.


Services Provided

MOVING & RELOCATION

- Personal household (local & long distance)
- Office/commercial
- Warehousing/storage
- Project management
- Packing/crating

INSTALLATION & ASSEMBLY

- Office furniture and cubicles
- Modular furniture systems
- Laboratory furniture and equipment installation



Sample courtesy of Google Images/ www.prioritymoving.com

Place

- Identify the geographic scope of your government marketing efforts
- Shipping for products
 - Important to know FOB and where it is to be shipped and who is responsible for shipping and related costs
 - Government often uses FOB destination in solicitations which puts the burden on the vendor to assume shipping costs & other responsibilities
- Places of performance for service providers.

Quality & Quantity

- Quality of product
- Quality of service
- Internal controls
- Warranties and returns
- Can you fulfill the requirement/perform the contract?

“You only have ONE chance to make a first impression...”

How does your business look to prospective customers?

- Business cards
- Marketing material (brochures, other reading material)
- Working telephone and fax numbers
- Professional message on answering machine
- Professional email address
- **WEB PRESENCE** – updated, accessible, easy access, resources available
- Does your business accept credit cards? **SECURITY**
- Do you attend conferences and matchmakers?
- Establish a **BRAND** identity (logo, color theme, etc.)

How Maine PTAC can Help

- One-on-one Counseling
- Assistance with online federal market and competitive research tools
- Maine PTAC's BidMatch Service
- PTAC Training Workshops
- PTAC Matchmakers & Outreach events
- PTAC Monthly Newsletter

Contact Us

You can contact us at maineptac@emdc.org or at the office that serves the county in which your business is located (see below):

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