

# The Five People You Need to Meet to Succeed in Federal Government Contracting

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# The Five People You Need to Meet to Succeed in Federal Government Contracting Agenda

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- ★ The Five People You Need to Meet
- ★ Avoid Common Sales and Marketing Pitfalls



# The Five People You Need to Meet to Succeed in Federal Government Contracting

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## ★ The Small Business Liaison



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## ★ The Program Manager



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## ★ The Contracting Officer



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- ★ Other Partners – Small and Large



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★ Your Bank



# Avoid Common Sales and Marketing Pitfalls\*\*

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- ★ It's easy to hit roadblocks when marketing your business, particularly in the complex world of government contracting. Here are some common missteps to avoid when promoting your services to the public sector.
- ★ Do: Your homework to find out about each agency's mission and challenges before you pick up the phone to call.
- ★ Attending community meetings and networking events, reading government publications and newspapers, and perusing agency web sites are good ways of gathering pertinent data about target agencies.



# Avoid Common Sales and Marketing Pitfalls

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- ★ Don't: Rely on slides during meetings. Just don't give a sales presentation or talk "at" your prospects with slideshows. Take the opportunity to sit down and hear what challenges they're facing so you can fine-tune your offer to their needs.
- ★ Don't: Waste money on print mailers. After the anthrax scare, it became difficult to get unsolicited mail through to federal agencies. However, you can often reach contracting officers via email.
- ★ Don't: Exaggerate. Be careful not to overpromise on what your products or services can achieve. Make sure you can back up your claims and deliver on agreements, and you'll be more likely to gain a positive reputation among government buyers.



# Avoid Common Sales and Marketing Pitfalls

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- ★ Don't: Spread yourself too thin. It's tempting to respond to every opportunity that crosses your path, but that's an inefficient approach when marketing to the government. Intensely focus your sales efforts on a few select agencies so you can gain an in-depth understanding of their people, processes and needs.
- ★ Don't: Wait to hear about RFPs. Well before an RFP is issued, you should make yourself known to the right contacts at target agencies and have a keen understanding of what they're looking for. The most trusted vendors are sometimes even asked to help formulate RFP guidelines, which gives them a significant advantage.



# Avoid Common Sales and Marketing Pitfalls

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- ★ Don't: Underprice yourself. Being the least expensive provider won't necessarily win you any business, and it may make some question the quality of your products or services.
- ★ Don't: Make assumptions about evaluation criteria. If you're not sure how an agency is making its decision, ask the agency to clarify its evaluation criteria, and cater your proposal around it.
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*\*\*Source: OPEN Insight Guide  
Series 1: GOVERNMENT CONTRACTS Victory in  
Procurement®, Market Your Business for Government  
Contracting*



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