



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



**Thank you for joining us, the webinar
will begin shortly.**

Give Me 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts by providing resources and information to make it easier for them to register their businesses with the Central Contractor Registry (CCR). This is a requirement to gain eligibility to apply for federal contracts.
- Women Business Owners could gain more than \$5 billion in annual revenues if the 5% contracting goal set by Congress was reached.



Women Impacting Public Policy (WIPP)

- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization that advocates for and on behalf of women in business, strengthening their voice in the legislative process, creating economic opportunities and building bridges and alliances to other small business organizations.
- WIPP is a national nonpartisan public policy organization, advocating on behalf of nearly 1 million women-owned businesses representing 58 business organizations.
- WIPP defines the business impact of government actions, provides timely economic policy information and analysis and identifies important trends and opportunities to its membership.



Before we begin ... just a few notes:

- During the presentation lines will be muted so only presenters can be heard.
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- If you have any questions during the presentation, please feel free to enter them into the discussion box on the bottom left of your screen



Leveraging Relationships to Drive Your Federal Contracting Goals

Presented by:

Mary Scheetz
Principal/CEO of CCI



Presented by:



**Mary Scheetz,
Principal/CEO of CCI
WIPP National
Partner**



Course Goals or Agenda

- If knew then what I know now...
- It's not what you know....
- Tips on building relationships
- Overcoming obstacles
- Strategy for building relationships
- Benefits of relationship building
- A few stories of success
- What I've learned
- Question & Answer

If I knew then what I know now...

- **Verizon relationship**
- **Navigating the nuances**
- **Initial key relationships to understanding federal government contracting**
 - SBA
 - PTAC
 - Score
- **Most relationships come back to present**
 - VZB contacts
 - Previous clients
- **Conferences/Membership are key to building your business**
 - Network, Network, Network



It's not what you know....

- **It's who you know**
 - Get involved
 - Be present
 - Be creative
- **Who's Who**
 - OSDBU
 - CO
 - Agency liaison/champion
 - Target agencies – i.e. G3C
- **Key membership organizations for CCI**
 - WIPP
 - AMEX OPEN
 - Count Me In
 - WBENC
 - Start Up America Partnership
 - Chamber of Commerce



Tips on building relationships

- **Participate in membership organizations**
- **Focus on events related to your target agency**
- **Identify what you need and who you need to meet**
- **Build trust and rapport by basing the relationship on the needs of others**



Tips on building relationships

- Ask probing questions
- Offer your expertise to solve a problem or assist
- Prepare a 30 second commercial to answer, quickly “What does your company do?”
- Follow-up



Overcoming obstacles

- Time Management
 - Delegated
 - Prioritized
- Lack of resources
 - Outsourced
 - Hired



Overcoming obstacles

- **Government Schedules/Proposal Writing**
 - Attended seminars
 - Attended webinars
 - Hired company for GSA schedules and proposals
- **Financial Uncertainty**
 - Developed 12 month sales/marketing/budget plan
 - Finalized payment schedule with contractors
 - Engaged in group and individual business coaching
 - Reach out to my network



Strategy for building relationships

- Don't try to do it all yourself
- Identify 2-3 key agencies that are buying your good/services
- Develop a quarterly calendar & budget for conference/networking participation
- Customize your collateral to meet the agency needs
- Partners/Teaming is key at the onset of contracting



Strategy for Building Relationships

- Create a contact log to store information about clients, vendors and business peers document the details of the conversations
 - Personal
 - Business
- Change daily routine - dedicate a portion of day to doing nothing but reaching out and *maintain* professional and personal relationships

Strategy for Building Relationships

- **Develop a 12 month action plan for sales/marketing**
- **Develop quarterly deliverable plan for my team**
- **Follow up, follow up follow up**

Benefits of Relationship Building

- **Creates new relationships**
- **Shorten your sales cycle by tapping into the needs of your partners/agency**
- **Feeds the success of your business via referrals**



Benefits of Relationship Building

- **Sharing advice and leads**
- **Provides personal and professional credibility for you and your company**
- **Builds trust and camaraderie among other businesses and your customer**



A few stories of success...

- **SBA**
 - Invited to participate in seminars for 8a companies
 - Go to for financing/information, intros, partners and seminars
 - Led me to PTAC - developed comprehensive business plan



A few stories of success...

- **WIPP/AmExOPEN**
 - Give Me 5 Webinars
 - Leadership conference/Capital Hill
 - Procurement Committee – OSDBU liaison
 - Small Business Saturday



A few stories of success...

- **Make Mine A Million/AmexOpen**
 - Opened a whole new world of successful business women
 - Built strong local relationships & referrals
 - Create new opportunities to expand membership network
 - Provides coaching to clearly define my business & personal goals



What I've learned...

- **Success builds success**
- **Be present and participate**
- **Know your target agencies**
- **Don't be afraid to ask**
- **Continue to build your business toolbox via membership websites/webinars**



What I've learned....

- Use the relationship building tools to expand your network
- Plan & Prioritize - Does this affect my bottom line?
- Don't take myself so seriously.....



Course Review

- If knew then what I know now...
- It's not what you know....
- Tips on building relationships
- Overcoming obstacles
- Strategy for building relationships
- Benefits of relationship building
- A few stories of success
- What I've learned

Questions?



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- This call will also be posted on giveme5.com, under the resources tab.





- Join a policy issue committee and learn how policy can impact your business growth
- Make your voice heard - become a member of our national Instant Impact Advocacy Team
- Participate in our educational series – unlimited opportunities for you and your staff
- Receive weekly policy updates and briefings

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Give Me 5 is a part of the *Women, Money and Opportunity* series, which combines resources and the wealth of knowledge within the WIPP community to educate women business owners.



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