

CLIENT BUSINESS SERVICES, LLC



Pam Knight
President

Meet The Customer With A Billion Dollars To Spend

Thursday, November 8, 2012

BEFORE WE BEGIN TODAY'S SEMINAR...



- Make sure to turn off cell phones, pagers or any device that makes noise.

- NO AUDIO RECORDING DEVICES ARE ALLOWED AT THIS WORKSHOP!



BRILLIONAIRESS

PAM KNIGHT



- Minority Business Enterprise
- Small Disadvantage Business
- Business Strategic Coach
- E-Book Publisher
- Speaker,
- Trainer, Webinars and Workshops

• Nominated 2010 For Small Business of The Year and Women of The Year from the Prince George's Chamber of Commerce of Maryland

• 2010 Women Business Leaders of Maryland
 The Gazette of Politics and Business

• 2011 Minority Business Leaders The Gazette of Politics and Business

Graduate American University



W/S

- Started as a HR Specialist For Federal Government
- Started my own business consulting
- Started doing Federal and State contracting
- Started winning Federal and State Contracting did that along with helping small businesses get their Federal and State Certifications
- Started speaking to small businesses on “How To Stuff”
- Business Coach to help small businesses get their businesses off the ground and working smarter

www.smartbusinesssempower.com



WHAT WE'LL COVER TODAY

- ♪ The basics of government contracting.
- ♪ The types of businesses that contract.
- ♪ How the government does business.



•DID YOU KNOW THE US FEDERAL GOVERNMENT BUYS NEARLY \$100 BILLION WORTH OF GOODS AND SERVICES FROM SMALL BUSINESSES EACH YEAR? U.S. GOVERNMENT IS THE LARGEST BUYER IN THE WORLD



WHAT IS GOVERNMENT CONTRACTING?

- spend billions of dollars each year on everything from office furniture and airplanes to janitorial work and computer repair services.
- When many people think of the government, they picture a big, faceless bureaucracy doling out multibillion-dollar military contracts.
- In reality, the government requires that at least 23 percent of all federal purchases be fulfilled by small businesses.
- Selling to one or more national, state or local agencies can provide a significant revenue stream to your business.

BIG SPENDERS

☞ Big spenders

... The Department of Health and Human Services is the largest government contractor, awarding \$623.6 billion in 2010. Rounding out the top five are:

... Social Security Administration: \$367.8 billion

... Department of Defense: \$256.2 billion

... Department of Homeland Security: \$245.4 billion

... Department of Education: \$73.9 billion

☞ Source: USAspending.gov



IS GOVERNMENT CONTRACTING RIGHT FOR YOUR BUSINESS?

☞ Five Reasons to Sell to the Government

- ... The Government Wants to Work with Certified Small Businesses
- ... Government Spending Is Consistent
- ... The Government Pays Its Bills
- ... Decision Making Is Transparent
- ... Location Doesn't Matter



GOVERNMENT CONTRACTING OPPORTUNITIES

☞ Stimulus Act Opportunities for Small
Business

... Identify Contract Opportunities

... Make Important Connections

... Become a Subcontractor



NEW OPPORTUNITIES FOR WOMEN OWNED BUSINESS

☞ WOSB

☞ The Women-Owned Small Business (WOSB) program authorizes contracting officers to **set aside certain federal contracts** for eligible:

- Women-owned small businesses (WOSBs) or
- Economically disadvantaged women-owned small businesses (EDWOSBs)
- Anticipated award price including options does not exceed the statutory thresholds of **\$6.5M for manufacturing or \$4M for other contracts**



KEYS TO SUCCESS

- ♪ Lay the Groundwork
- ♪ Do Your Homework
- ♪ Secure Working Capital
- ♪ Improve Your Networking Skills
- ♪ Document Success
- ♪ Be Visible



START CONTRACTING

- ❧ Prepping your business for contracting
- ❧ Submitting and negotiating a proposal
- ❧ Teaming up with other businesses
- ❧ Businesses that have found success contracting



6 STEPS TO PREPARE YOUR BUSINESS FOR GOVERNMENT SALES

- ❧ Develop/Update Your Business for Government Contracting
- ❧ Classify Your Product or Service
- ❧ Determine if You Qualify as a Small Business
- ❧ Get a D-U-N-S® Number
- ❧ Obtain a CAGE Code
- ❧ Register in the System for Award Management (SAM) System



FINDING THE BEST OPPORTUNITIES

- ❧ Micro purchases
- ❧ Simplified acquisition process
- ❧ Sealed bidding
- ❧ Contract negotiations
- ❧ Participate in Purchasing Opportunities



BIDDING AND WINNING A GOVERNMENT CONTRACT

- ❧ Pre-Work
- ❧ Search for Contract Opportunities
- ❧ Write your Proposal
- ❧ RFP Deadline
- ❧ Submit your Proposal
- ❧ To Bid or Not To Bid



WAYS TO APPLY FOR GOVERNMENT CONTRACT

WOSB

... The Women-Owned Small Business (WOSB) program authorizes contracting officers to **set aside certain federal contracts** for eligible:

... The woman must manage the **day-to-day operations**

- Women-owned small businesses (WOSBs) or
- Economically disadvantaged women-owned small businesses (EDWOSBs)

GSA-Multiple Awards and or GWACS

... The GSA Schedule is the preferred purchasing method for most government agencies.² Becoming an approved supplier on the GSA Schedule can be a complex process, but the opportunities in generating new government business can help make it a worthwhile effort.

SDVOSBC-Service-Disabled Veteran-Owned Small Businesses (SDVOSB)

8(a) Business Development Program

Sole source or Competitive



MENTOR-PROTÉGÉ PROGRAMS

Mentors generally look for protégés with the following attributes:

- Alignment with the mentor company's business
- Existing good relationship with them or high recommendations from other firms
- Strong commitment to and enthusiasm for being mentored
- Financial and managerial stability
- Record of good performance, particularly in government contracts
- Geographic proximity to the mentor (this is helpful but not required)



GROW YOUR BUSINESS

ℵ How To Promote Your Business In The Government Arena

- ... Gain a Command of the Basics
- ... Stay Informed of Agency Requirements
- ... Establish a Powerful Business Methodology
- ... Elevate Your Profile in the Community
- ... Establish Partnerships



TIPS FROM A NETWORKING MASTER

❧ Select the Right Events

❧ Prepare Before You Go

❧ Listen

❧ Network, Network, Network

❧ Seek Partners Before You Need Them



RAISE YOUR PROFILE

☞ Attend Events

☞ Volunteer in Your Community

☞ Speak The Language

☞ Choose Your References Carefully



LEARN HOW TO SUCCEED

❧ Learn to be a solution provider

❧ Be a Team Player

❧ Stay in Constant Innovation Mode

❧ Learn to Unravel Difficult Challenges

❧ Be Patient



SUCCESS WITH TEAMING

☞ Broaden Your Network

☞ Explore Partnerships



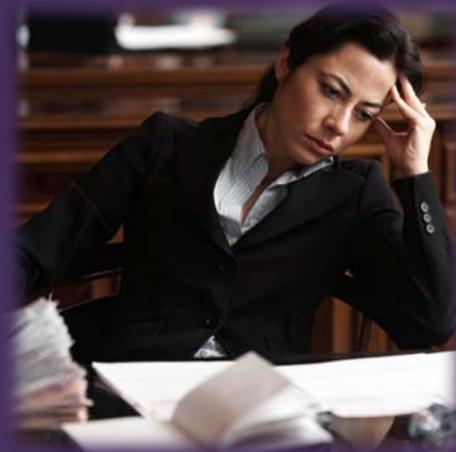
TIPS FROM A NETWORKING MASTER

- ❧ Marissa Levin built her company, Information Experts, from humble roots in her spare bedroom into a successful marketing resource for large government agencies. Today, Information Experts' revenues are \$11 million and customers include the Internal Revenue Service and the Department of Defense.
- ❧ A critical component to Levin's success has been her ability to build and cultivate strong relationships. "Some people enter the government contracting space thinking that because they're HUB-zone, 8(a) or veteran-owned certified, it will be easy to succeed," says Levin. "The reality is that to close deals, you need your feet on the street continually networking to make more connections than you probably realize."
- ❧ Levin's approach to networking has enabled her both to create a thriving marketing and interactive services company and to establish herself as a sought-after speaker. She shares her tips for networking with government officials and prospective partners at events.



WHAT I AM TO DO?

- ☞ In fact, if you're feeling at your wit's end, knowing you offer a great service that provides real benefit, but you're just not seeing the results in your bank account...
- ☞ The problem might be with your target market.
- ☞ Consider this. According to a study from Vista Print, an astounding 50 percent of micro business owners earn \$25,000 or less in their business annually.



IN FACT, HERE ARE FIVE GREAT REASONS TO WORK WITH GOVERNMENT CLIENTS.

- ❧ Money. Every year, government spend HUNDREDS OF BILLIONS of dollars buying products and services from small business.
- ❧ Leverage. Having at least part of your revenue generated from a few agencies who buy A LOT of services or products from you means you can better leverage your valuable time.
- ❧ Credibility. Adding big names to your resume instantly gives you credibility with new people you meet, as well as with people who come to your website.
- ❧ Impact. There's a lot of talk these days about "helping more people" and sharing your blessing with the world.
- ❧ Growth Opportunity. You've probably heard the expression "Make decisions from where you want to be not from where you are today." instead of worrying about if you'll be able to find a new client so you can pay your bills this month!



THANK YOU

Learn how to build your business and
become a solution provider for the
Government

WANT MORE INFORMATION?

CALL **202-812-4115** OR EMAIL

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