

# Marketing to State Agencies

Presented by the  
**Minority Business Assistance Center | *Columbus***  
and the  
**Procurement Technical Assistance Center | *Columbus***

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**OhioDAS**  
Service · Support · Solutions

**Ohio** | Development  
Services Agency



# Topics

- Research and Forecasting
- Marketing Tools and Tips
- Vendor and Supplier Registration
- Meeting, Networking and Follow-Up
- Tips to Remember
- Tools to Use



# Research, Research, Research

- Identify agencies that buy what you sell
  - Find out if the agency also uses its website to post bids, information and notices to suppliers/vendors (*i.e.*, ODE)
- [Utilize MBE Projection Plans](#)
- Narrow your focus
- [Review previous and current contracts](#)



# And More Research

- Review current contracts
  - When do they expire
  - Will they be renewed
  - Who is the current contract holder
  - What type of contract vehicle was used – RFP, RFQ, ITB, etc.
- Procurement contacts
- Assemble a team
  - Consider teaming (joint venturing) and subcontracting



# Marketing Tools and Tips

- Create a Capability Statement
  - One-page resume for your business
- Set appointments with agency procurement officers to discuss your capabilities and core competencies
  - Establish and develop relationships with procurement officers, and agency MBE/EDGE coordinators
  - Ask when they plan to purchase your good/service
  - Request to be put on the agency's bidder distribution list for future opportunities (*i.e.*, Dept. of Education)



# Additional Marketing Tips

- Follow up with procurement officers
  - Three to four times a year
- Market your certifications
  - Agencies have goals



# Vendor Registration

- Most public agencies have registration portals that they review when searching for vendors
- Fill out registrations and vendor profiles completely
  - Add appropriate Codes – UNSPSC and CSI (construction related) to vendor profile
  - Include a list of industry key words for core goods/services your company provides (*i.e.*, scope of work)
  - Update your profile if and when things change (*i.e.*, commodity descriptions, address, email addresses, etc.)
  - Contact the EEO Certification Staff to update your profile



# Meeting, Networking and Follow-Up

- Don't rely solely on your certification
- It is okay if you lose the first bid (or first few)
  - Request a debrief and ask for feedback
- Attend agency outreach events, expos, trainings, workshops, etc.
- Network with other businesses within your industry



# Tips to Remember

- Complete your registrations *and* Capability Statement
  - Keep them up-to-date
- Choose your procurement codes wisely and spend some time developing a detailed “scope of work”
  - This field is how keyword searches are established
- Accept credit card payments
- Have and keep a positive attitude



# Additional Tips

- Determine and develop a strategy
- Be persistent
- Follow up
  - Thank procurement officers for meeting with you
- Check your spam email



# Tools to Use

- Agency officers
  - Procurement managers and officers
  - MBE/EDGE coordinators
  - EEO Certification officers
- Agency resources online



# Tools to Use Development Services Agency

- Available FREE resources for small businesses
  - Minority Business Assistance Centers (MBAC)
  - Procurement Technical Assistance Centers (PTAC)
  - Small Business Development Centers (SBDC)



# Questions?

To schedule an appointment to discuss contracting with the state, please contact a local MBAC or PTAC near you.

**MBAC** - [http://development.ohio.gov/bs/bs\\_mbac.htm](http://development.ohio.gov/bs/bs_mbac.htm)

**PTAC** - [http://development.ohio.gov/bs/bs\\_ptac.htm](http://development.ohio.gov/bs/bs_ptac.htm)

**Thank You!!**