Marketing to the Ohio Department of Education

Presented by the

Columbus Minority Business Assistance Center

Welcome & Introductions

- **Jennifer Averi Frost** – Director, Region #3 Minority Business Assistance Center (MBAC)
  - **7 Regional MBAC Offices:**
    - Columbus
    - Cleveland
    - Akron
    - Toledo
    - Dayton
    - Cincinnati
    - Youngstown

This workshop will cover:

- Marketing Tools
- Research & Forecasting
- Meeting, Networking, & Follow-Up
- Tips to Remember

Marketing Tools

- Create a Capability Statement –

1 Page Resume for your Business

Your Document should include:

- ✓ Company Overview
- ✓ Core Products/ Services/
- ✓ Differentiators – What sets you apart from competition (i.e. key personnel, licenses, etc.)
- ✓ Past Performance - Prev. Customers, Jobs, Projects
- ✓ Company Data – UNSPSC/NAICS Codes, DUNS #, EIN, Certifications, Website, Accept CC; Comp. Gov't POC - Ph #, E-mail Address.

Marketing Tools *(Continued)*

- Establish & Develop Relationships with Procurement Officers
  - Set up Appointments with Agency/Dept. Procurement Officers to discuss your capabilities/core competencies
  - Ask to be put on Agency/Dept. Short List of Vendors for Micro Purchases
- Follow Up with Procurement Officers – Ex. - 3 to 4 times a year
- Market Your Certifications - Agencies have Goals

Do Your Due Diligence… Research, Research, Research

- Identify top department purchasers that buy what you sell:
  - What is their Process for doing business?
  - When do they buy? How? (State Fiscal Years begin July 1, do they purchase more in a specific quarter?)
  - Did they meet their goals set-aside goals? Have they historically?
- FY 2015 MBE Projection Plans (FY 2016 available soon!)
- Review Bid Boards – Current and Previous Bids.

Research *(Continued)*

- Research/Review Previous Contracts
  - When do Current Contracts expire? Will they be renewed? Who's the incumbent?
  - DAS Procurement Contacts – Gen Services Div. Researcher – Records Request
  - Know your Competition – Who are they? What are their capabilities/core competencies?
  - Find out about Solicitation/Contract before it hits the streets
- Assemble a team – Consider Teaming, Sub-Contracting

Meeting, Networking, & Follow-Up

- Don’t rely on your vendor registration.
- Do rely on the Sentries!
- Get a meeting to get your foot in the door.
- Lose the first bid? Request a Debrief and Ask for feedback!
- Attend Agency/Dept. Outreach Events, Training Days & Workshops
- Network with other Businesses within your industry

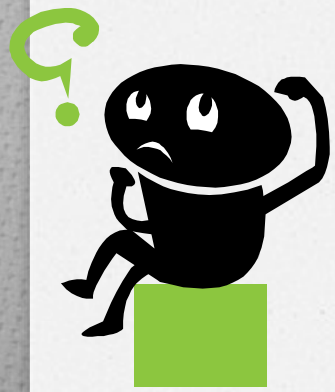
Tips to Remember

- Complete your vendor registrations, AND your Capability Statement – Keep them up to date!
- Be strategic!
- Think Big!
- Be Aggressive with marketing strategy
- Be Dedicated
- Be Persistent – Don't Give Up…Doing business with Gov't Agencies/Depts. takes time
- Accept credit card payments

Tips to Remember *(Continued)*

- Have & Keep a Right Attitude
  - Gov't Agencies/Depts don't make purchasing decisions – The People in Gov't do
  - Don't complain or share negative experiences with Purchasing Officers
- Ohio Department of Education MBE/EDGE EEO Officer – Amadu Sankoh, 614-752-1553, amadu.sankoh@ode.state.oh.us
- Follow Up!

Questions?



To schedule an appointment to discuss contracting with the state, please call

MBAC at (614) 252-8005

PTAC at (614) 220-9030

Thank you for Coming!!!

To view more information about MBAC and the PTAC, click on the logos below!

Ohio Development Services Agency | Minority Business Assistance Centers
Region 3 MBAC: Columbus

Ohio | Procurement Technical Assistance Center