



How to Market to State Agency Contacts

PRESENTED By:

**COLUMBUS MINORITY BUSINESS ASSISTANCE CENTER
PROCUREMENT TECHNICAL ASSISTANCE CENTER**



Minority Business
Assistance Centers

Columbus



Procurement Technical
Assistance Center



This workshop will cover the following points:

- Vendor Registration
- Minority/Female Certification
- Understanding the Market
- Strategies for Success

Questions are encouraged, ask away!

VENDOR REGISTRATION & CERTIFICATION





HOW TO GET REGISTERED AS A VENDOR? *RECAP*

- In order to do business with the State, you must register as a Vendor
- **State Vendor Registration Process – 3 Steps**
 1. Register in OAKS
 2. Complete OH Shared Services Vendor Forms
 3. Register to receive e-bid notifications



HOW TO BECOME MBE & EDGE CERTIFIED?

- Gather documents from Certification Supporting Documentation Checklist (Typical Documents Include):
 - Birth Certificate, Resume, Bank Signature Card
 - Taxes, S.O.S. Registration, Operating Agreement
 - List of Equipment, Vehicles; Lease Agreements, etc.
- Contact MBAC or PTAC for Assistance

UNDERSTANDING THE MARKET





Research

1. Utilize Agency Projection Plans
2. Identify Agencies/Depts. that buy what you sell
 - What is their Process for doing business?
 - When/how do Agencies/Depts. Buy? Did they meet their set aside goals?
Fiscal Year is July 1 – June 30
 - Review Agency Bid Boards – Current & Prev. Bids
3. Determine top Agency/Dept. purchasers for your Goods/Services, Narrow to top 5 to 7 Agencies or Depts. to research & market to



Research

1. Utilize Procure.Ohio.gov
2. Research/Review Previous Contracts
3. When do Current Contracts expire?
Will they be renewed? Who's the incumbent?
4. Know your Competition – Who are they? What are their capabilities/core competencies?



Research

- Contact Agency/Dept. MBE & EDGE POC's (*Excel list*)
- If possible, find out about Solicitation/Contract before it hits the streets
- Assemble a Team – Consider Teaming, Subcontracting
- Stay ahead of the game – Wayne Gretzky effect

MARKETING TIPS





Marketing Tips

- Create a Capability Statement:
A Resume for your Business
 - Your 1-Page Document should include:
 - Company Overview
 - Core Products/Services/Competencies
 - Key Personnel
 - Differentiators – What sets you apart from competition
 - Past Performance - Prev. Customers, Jobs, Projects
 - Company Data – Correct UNSPSC Codes, EIN, Certifications, Accept CC, Website, Ph #, E-mail Address



Marketing Tips

- Don't forget Boards, Commissions, Colleges, and Universities!
- Set up Appointments to establish relationships with Agency/Dept. Procurement Officers
 - Ask to be put on Short List of Vendors
 - Follow Up with Procurement Officers!
- Market Your Certifications



Marketing Tips

- Don't rely on your vendor registration
- 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

STRATEGIES FOR SUCCESS





Strategies for Success

- Complete your vendor registration, AND your Capability Statement – Keep them up to date at all times!
- Start bidding, but start small
- Be Strategic!
- Choose your commodity codes wisely.
Make sure you're certifications indicate the correct codes.
- Accept Credit Card Payments



Strategies for Success

- Have & Keep a Right Attitude
- Be Aggressive with marketing strategy
- Be Dedicated
- Be Persistent – Don't Give Up! Doing business with Gov't Agencies/Depts. takes time
- Follow Up – Thank Procurement Officers for meeting with you



Resources to Use

- Agency Outreach Officers
 - Agency Procurement Managers & Officers
 - Agency MBE/EDGE EEO Officers
- Agency/Dept. Resources On-Line
- 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

PTAC - http://development.ohio.gov/bs/bs_ptac.htm

Thank You!!