

How to Market to Public Agencies

Presented by:



Agenda

- Are government contracts right for your business?
- The Basics
- Case Studies



Is Government Contracting Right for You?

- Know Your Business
 - Capacity
 - Cash Flow
- Know Your Customer
 - Who buys what you sell?
 - How do they buy it?
 - Are there participation programs?



Is Government Contracting Right for You?

- Know How to Sell
 - Strategy
 - Presentation
- Know When to Sell
 - Fiscal Years?
 - Contract Cycles



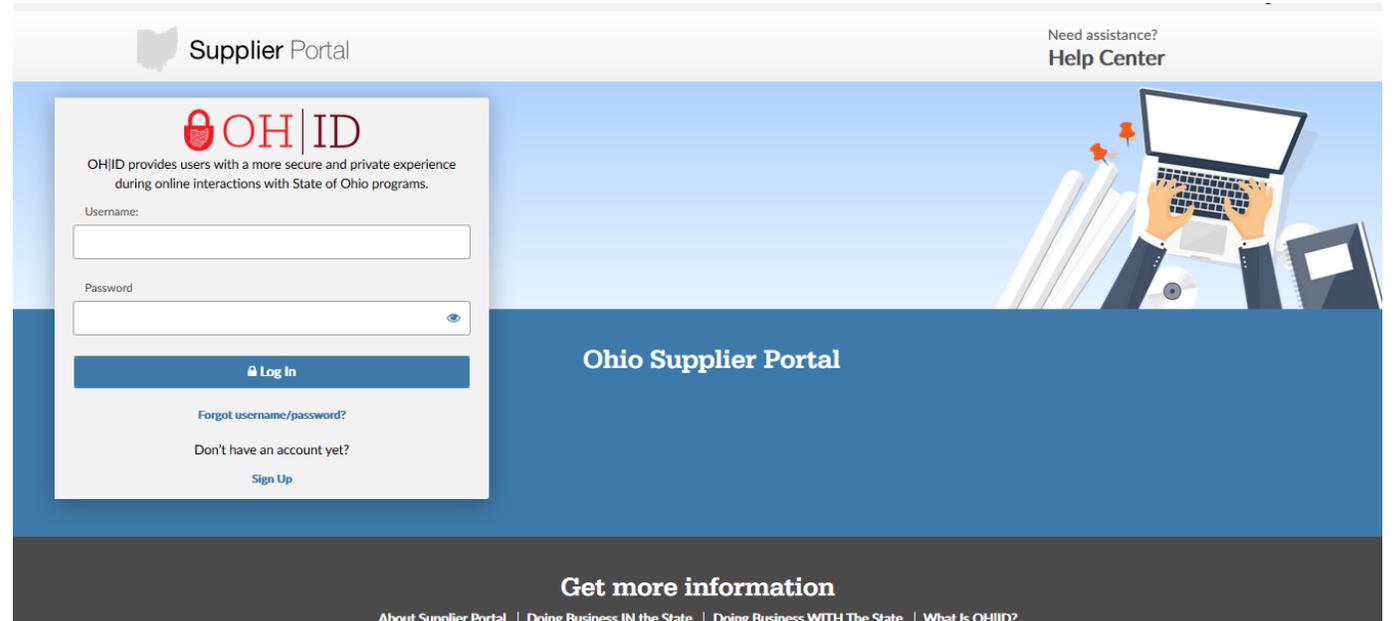
The Basics

- Registration
- Certification
- Contract Compliance
- Get to Know the “Room”



The Basics Vendor Registration

- State of Ohio
 - Register to do Business with the State
 - Register to Receive notifications
- Ohio Colleges & Universities
- Ohio Agencies & Commissions*



The screenshot shows the Ohio Supplier Portal login interface. At the top left, it says "Supplier Portal" with an Ohio state icon. At the top right, it says "Need assistance? Help Center". The main content area features the "OH|ID" logo, a description of the service, and a login form with fields for "Username:" and "Password:". Below the form are buttons for "Log In", "Forgot username/password?", "Don't have an account yet?", and "Sign Up". To the right of the form is an illustration of a person using a laptop. At the bottom, there is a "Get more information" section with links for "About Supplier Portal", "Doing Business IN the State", "Doing Business WITH The State", and "What is OH|ID?".



The Basics

Vendor Registration & Certification

Vendor Registration

- Common Business Information
- Register to get bid notifications

Certification

- NOT a requirement
- Can be a marketing tool
- Can provide access to sheltered markets



The Basics Certification

Common Certifications Sought for State Work:

- State of Ohio:
 - Minority Business Enterprise (MBE)
 - Encouraging Growth, Diversity & Equity (EDGE)
- National:
 - Disadvantaged Business Enterprise (DBE)
 - Veteran-Owned Small Business, Service-Disabled Veteran-Owned Small Business (VOSB, SDVOSB)



The Basics

Get to Know the “Room”

- Who is responsible for buying what you sell?
- Who are your allies?
- Where are there barriers?



The Basics

Get to Know the “Room”



HOME

FOR BUSINESS/PUBLIC ▾

FOR STATE AGENCIES ▾

FOR STATE EMPLOYEES ▾

DIVISIONS ▾

CONTACT US

Agency MBE/EDGE Contacts

Use the list of MBE/EDGE EEO Officers that have been identified by each agency to monitor and ensure MBE/EDGE spending.



CLICK THE IMAGE ABOVE TO DOWNLOAD THE CONTACT LIST IN EXCEL.



The Basics

Get to Know the “Room”

A promotional poster for the Ohio Business and Career Expo. The background is a bright blue sky over a green field. In the center, a man in a dark suit is jumping with his right arm raised in a fist. To his left, a woman in a white blouse and dark pants is also jumping with both arms raised. Further left, a man in a suit is jumping with one arm raised. The text is arranged as follows: 'SAVE the DATE!' in large orange letters on the left, with 'Sept. 6, 2018' below it. The main title 'Ohio Business and Career Expo' is in large white letters at the top right, with the subtitle 'A Job Fair and Procurement Fair in One!' below it. A paragraph of text describes the event as a unique opportunity for minorities, women, veterans, and disadvantaged businesses to connect with procurement officials and employers. Below this is the text 'More Information Available Soon!' in orange, followed by the hashtag '#ohiobizcareerexpo2017' and the website 'das.ohio.gov/ohiobizcareerexpo'. At the bottom, there are four logos: Ohio DAS (Service - Support - Solutions), COLUMBUS Regional Airport Authority, Ohio Department of Transportation, and a logo for the Division of Opportunity, Diversity, and Inclusion.

SAVE the **DATE!**
Sept. 6, 2018

Ohio Business and Career Expo

A Job Fair and Procurement Fair in One!

Join us for a unique opportunity for minorities, women, veteran, and socially and economically disadvantaged businesses and individuals to connect with procurement officials and employers from the State of Ohio and more.

More Information Available Soon!
#ohiobizcareerexpo2017
das.ohio.gov/ohiobizcareerexpo

OhioDAS
SERVICE - SUPPORT - SOLUTIONS
DEPARTMENT OF ADMINISTRATIVE SERVICES

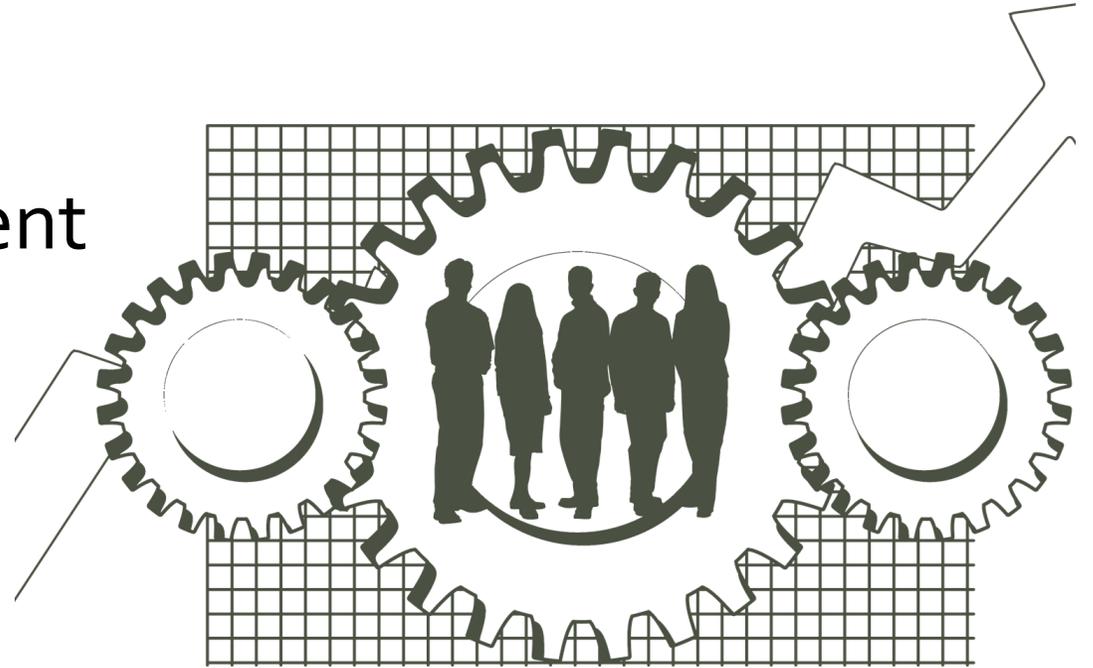
COLUMBUS
REGIONAL AIRPORT AUTHORITY

OHIO DEPARTMENT OF TRANSPORTATION
DIVISION OF OPPORTUNITY, DIVERSITY, AND INCLUSION



Case Studies

- Shelly, Construction Management
- Anthony, Catering Company
- Mae, Office Supply Company



Shelly Women Working, Corp.

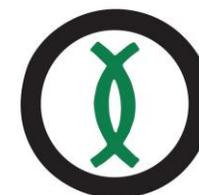
- 3 years in business
- Not certified
- *"Getting started on certification has been difficult... we're working, we don't have time for paperwork."*



Anthony

Eat What You Want, LLC

- 5 years in business
- Not certified
- *"Give me 3 good reasons why I should do work for the State, they don't buy food."*



Mae We Supply, Inc.

- Family-owned company, 25 years in business
- MBE Certified, 8 years
- *"We Supply can find any office related product to fit your need."*



Conclusion

- Government Contracting isn't right for every business.
- Knowing your business (& *your customer*) makes all the difference to contracting success.
- Lean on resources made available to you at little or no cost.
- Don't be afraid to make the big sale, even as a small business!



Resources

- How to Do Business with Federal Agencies:
<http://bit.ly/FedBizGuides>
- Doing Business with the State of Ohio:
<http://bit.ly/OHMBEToolKit>
- Procurement Technical Assistance Centers:
<http://ptac.ohio.edu/>
- Small Business Administration:
<https://www.sba.gov/offices/district/oh/columbus>



Questions?

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