



Wisconsin
Procurement
Institute

A Procurement Technical
Assistance Center (PTAC)

SELLING TO THE GOVERNMENT LESSONS LEARNED AND BEST PRACTICES

November 16, 2017
Bad River





ABOUT WPI

Supporting the Mission

Assist businesses in creating,
development and growing their sales,
revenue and jobs through Federal, state
and local government contracts.



www.wispro.org

UPCOMING EVENTS 

OCTOBER 24 2017
ACQUISITION HOUR – THE CONTRACTOR PURCHASING SYSTEM REVIEW (CPSR) SERIES PART 1 OF 4

OCTOBER 24 2017
GOVERNMENT CONTRACTING OPPORTUNITIES FOR SMALL BUSINESSES
SPOONER »

OCTOBER 26 2017
PREPARING FOR YOUR NCMA CFCM EXAM - AN OVERVIEW OF THE FEDERAL ACQUISITION REGULATIONS (FAR)
OSHKOSH »

OCTOBER 31 2017
PRE-MARKETPLACE SERIES: MONEY, MARKETS AND MARGINS (M3) – INCREASING YOUR PROFITABILITY, NETWORKS AND NET WORTH
MILWAUKEE »

OCTOBER 31 2017
ACQUISITION HOUR – THE CONTRACTOR PURCHASING SYSTEM REVIEW (CPSR) SERIES PART 2 OF 4

CURRENT OPPORTUNITIES (2) 

GET STARTED WITH THE BASICS

Questions & answers on how to get started.

GET STARTED

SIGN-UP FOR OUR NEWSLETTER

Stay up-to-date with the latest WPI news.

SIGN UP

HAVE A QUESTION? WE'RE HERE TO HELP.

One of our staff of experts is available to answer your questions.

GET HELP

In my past life, I was responsible for GOVERNMENT SALES for a large business distributor



We had:

- Various GSA Schedule Contract
- Individual sales to Federal agencies around the country
- Various contracts and other sales with States across the Country
- Various contract and other sales with Local Governments across the Country
- Teaming agreements with small business

How did we get the SALES?

- Understood how the Government buys?
 - GSA Schedule
 - Small Buys
 - Proposals
 - Quotes
- Actively monitored SALES opportunities
 - Bid Matching – WPI and other services
 - Outreach to past and current customers
 - Outreach to potential customers – MARKET RESEARCH



How did we get the SALES?

- Conferences and Workshops
 - Meeting “BUYERS”
 - Meeting potential partners
 - Learning about upcoming requirements
 - Learning about changes in regulations and process
 - Becoming part of Government Market “community”
- Repeat Business
 - Customer service
 - Responsiveness – delivery
 - On line access and information



SO what I recommend.....

- Understand the procurement process
- Understand the regulations that govern the process
- Understand how the marketplace works
- Understand small business programs
- Be aware of “GOOD” opportunities for your business
- Get to know your customers – not just via internet – actually meet with your customers
- Get known – you, your business, your products and services

SO what I recommend.....

- GET OUT and SELL
 - Conferences
 - Events – trade associations, chambers, industry groups.....
 - Identified current and potential customers
 - Other as appropriate to your business
- ALWAYS have with you
 - Business Card with current information
 - A One Page Capabilities Statement
 - A prepared business introduction or “pitch”
 - Information about your business that a buyer would need / want to know

MARKETPLACE WISCONSIN

December 13 – 14 2017

Milwaukee, WI

Buyer meetings:

- Registration December 13 and 14
- Meetings December 14

ALSO

- Buyers attending will be listed on website along with information on what they are buying and applicable small business programs
- If you need help in preparing for this event, contact WPI for assistance.
 - Recommendations on which buyers to meet with
 - Preparation of Capabilities Statement
 - Understanding buyer requirements
 - Small Business Programs and Certifications

MARKETPLACE WISCONSIN

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Governor's Conference on Minority Business Development
Welcoming minority, woman and veteran-owned businesses
December 13 - 14, 2017

About Registration Event Details Buyer Meetings FREE Workshops Awards Sponsorship Hotel Contact Us Home

KEYSTONE SPONSOR TOWN BANK
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REGISTER NOW

REGISTRATION NOW OPEN
REGISTER NOW
DECEMBER 13 - 14, 2017
POTAWATOMI HOTEL & CONFERENCE CENTER
MILWAUKEE, WISCONSIN

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CLICK HERE TO VIEW
MARKETPLACE 2016 PHOTOS

AWARD

<https://join.inwisconsin.com/ehome/273379/homepage/>

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