



# Marketing Your Business to the Government

## WHEN:

February 7, 2018  
9:00 am - 11:00 am  
(Check-in is 8:30—9:00am)  
All times central

## WHERE:

Forward Financial  
W8159 US-2  
Iron Mountain, MI

- Is your business looking to expand?
- Have you considered selling to the government?
- Are you currently selling to the government but only to one or two agencies?
- Are you missing an opportunity to diversify your customer base?

The federal government market is worth nearly \$100 billion in sales to small businesses each year, but selling to the government is very different than selling to the commercial sector.

You have registered in the System for Award Management (SAM) and the Dynamic Small Business Search (DSBS). You have started looking at some opportunities and have decided you want Uncle Sam to be one of your customers. What else do you have to do? Prepare to MARKET YOUR BUSINESS. During this session you will learn what the government looks for in a contractor, understand your competition and how to prepare your marketing materials.

## Other classes at this location:

- January 10, Selling to Uncle Sam, Understanding the Government Marketplace
- March 21, Responding to Federal Government Opportunities
- April 11, Federal Acquisition Regulations, Understanding the Basics

## Questions:

In Michigan, contact Don Makowski at (906)789-0558, ext. 1311 or [don.makowski@networksnorthwest.org](mailto:don.makowski@networksnorthwest.org)

In Wisconsin, contact Patricia Sullivan at (920)840-3771 or [patricias@wispro.org](mailto:patricias@wispro.org)

## Presented by:



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