

How to make the right connections with government buyers

August 12, 2025 - Milwaukee



<https://www.wispro.org/>

UPCOMING EVENTS [→](#)

- AUG 8:00 am - 10:00 am
5 **Session 1: Understanding How the Government Marketplace Works**
- AUG 12:30 pm - 1:00 pm
5 **Federal Market Insights: Innovation – Artificial Intelligence and its Role in DLA Contracting: What contractors need to know**
- AUG 12:00 pm - 1:00 pm
6 **Acquisition Hour: Writing an Effective Capabilities Statement**
- AUG 7:30 am - 10:00 am
12 **Session 2: Understanding How the Government Marketplace Works**
- AUG 12:30 pm - 1:00 pm
12 **Federal Market Insights: DLA's QPLs, QMLs, and QBLs AND DLA Warehouse Logistics – what they are and how they apply to your work with DLA**

[View Calendar](#)

CURRENT OPPORTUNITIES (10) [→](#)

What is the **RIGHT CONNECTION.**



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- The **BUYER NEEDS** what you are selling
 - The **BUYER HAS MONEY** to buy what you are selling
 - **YOU THE SELLER** –
 - Has what the **BUYER WANTS** and **NEEDS**
 - At a price the **BUYER CAN PAY** and **FUNDS ARE AVAILABLE**
 - Can transact using the **BUYERS PROCUREMENT PROCESS**
 - Can meet the **BUYERS REQUIREMENTS [COMPLIANCE]**
 - Can **MAKE THE BUYER HAPPY!**

SO how do you get there – Government **READINESS**

- First - you are **BUSINESS READY** – if you are not – **DO NOT GO TO NEXT STEP**
- Second, know what you can **REALLY DO** – if you do not – **DO NOT GO TO NEXT STEP**

FIRST - Market Research



- Identify TARGET government agencies and prime contractors
- STUDY your TARGETS
- IDENTIFY contacts at your TARGETS
- What if you do NOT FIND A FIT?
 - Get help in looking
 - Consider that AT THIS TIME – there may NOT BE ONE
 - Limiting variables – geography, capacity, capabilities, comfort level

Start getting Government READY



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- Complete any REGISTRATIONS – online portals, SAM.GOV / SBS, eSupplier, others – depending on who you are targeting
 - Obtain any certifications that you may qualify for AND are valued by your targeted customer

BUILD your MARKETING Collateral



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- PROFESSIONAL online presence
 - PROFESSIONAL and TARGETED capabilities statement
 - PROFESSIONAL and TARGETED elevator pitch
 - PROFESSIONAL and TARGETED business card

GET KNOWN – in a good way

- ATTEND events that will develop connections and knowledge about your TARGETS
- CONNECT to TARGET resources
- JOIN organizations that are associated with your TARGETS
- TEACH, VOLUNTEER, LEAD, SUPPORT [not necessarily financially] those connections that CONNECT you to your TARGETS

Build **RELATIONSHIPS**



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- This takes **TIME** – sometimes A LOT of **TIME**
 - **BUYERS, PARTNERS, SUBCONTRACTORS, RESOURCES** are all critical to success
 - Become **VALUABLE** and **AVAILABLE**
 - When opportunity comes – **PERFORM**
 - When you have challenges in **PERFORMING** – share

OTHER considerations



- COMPETITION – know who they are
- Willingness to invest in developing the Government and Prime contractor customer
 - NO INVESTMENT – no results
 - TIME and MONEY
- Keep your FOCUS on your TARGET BUT be ready to ADJUST
- Be aware of and use available RESOURCES
 - One source - <https://wedc.org/diverse-business-development/#DBD-resources>

Last thing

- Government and their Primes may be intrusive – you will need to accept that
- This needs to be a WIN – WIN - WIN
 - A WIN for you and your BUSINESS
 - A WIN for your CUSTOMER – GOVERNMENT / PRIME
 - A WIN for the ultimate customer
- Your past performance is GOLD
- Your relationships are GOLD
- Your reputation is GOLD

BOTTOM LINE





Coaching Small Business Champions

September 18

3:00 - 5:00 pm

This in-person event at Lambeau Field is your chance to connect with corporate buyers, resource providers, government agencies, lenders, and more.

...More information and registration at www.wispro.org/events



- Save the Date -



**The
Contracting
Academy**

Developing and Growing Government Contractors

December 9

Virtual

<https://wicontractingacademy.org/>



December 10-11

In-Person - Milwaukee

<https://www.marketplacewisconsin.com/>



CONTACT INFO

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Contact Information and Important Links

- Milwaukee Anchor Collaborative: Rodney Moutry, Rodney@jobsworkmke.org
- Milwaukee Small Business Development Center: Melanie Manuel, Business Consultant, manuelm@uwm.edu, 414-251-7714
- Wisconsin Procurement Institute: Aina Vilumsons, President – Executive Director, AinaV@Wispro.org, 414-270-3600
- Advocate Aurora Supplier Portal:
 - Register with the portal website, Supplier Gateway. [SupplierGATEWAY](#)
 - Once your Supplier Gateway account is set up, register within the website for access to Advocate Aurora's portal: [Advocate Aurora Health](#) (again, register above FIRST).