



Ten Steps to Effectively Marketing to the Federal/State/Local Governments

Step 1

Determine your business capabilities.

Step 2

Classify your product/service according to the federal government coding system (FSC/PSC); the NAIC and SIC codes.

Step 3

Identify who in the federal/state and local governments uses your product/service.

Step 4

Prepare a Capability Statement and/or Corporate Profile and a Letter of Introduction to the Department or Agency.

Step 5

Become knowledgeable about the department/agencies that purchase your products/services – Structurally/Operationally. Use their websites to find this information.

Step 6

Identify upcoming bid opportunities through government forecasts (federal), the PTAC BID MATCH service and department/agencies Internet BID Board pages.

Step 7

Setup up marketing meetings with the Program Managers/End Users or buyers. When marketing to the Federal Government use the Small and Disadvantaged Business Utilization Offices (SADBU) to set up the meeting. *When marketing to the State and Local governments work through the Contracting Officer/Buyer to set up these meetings.*

Step 8

Prepare a marketing meeting agenda, fax/email to department/agency in advance of the meeting. Prepare 10/15 min. brief on your company's capabilities/services/products/expertise. What makes your company unique?

Step 9

Develop a clear concise marketing plan for your company and follow it.

Step 10

Conduct on-going marketing activities annually, semi-annually, quarterly and monthly.