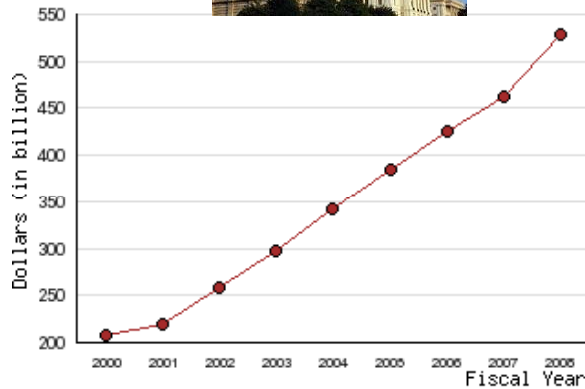


How to Compete for Federal Dollars— *and Win!*

Doing Business with the
World's Fortune One
Customer



World's Fortune One Customer?

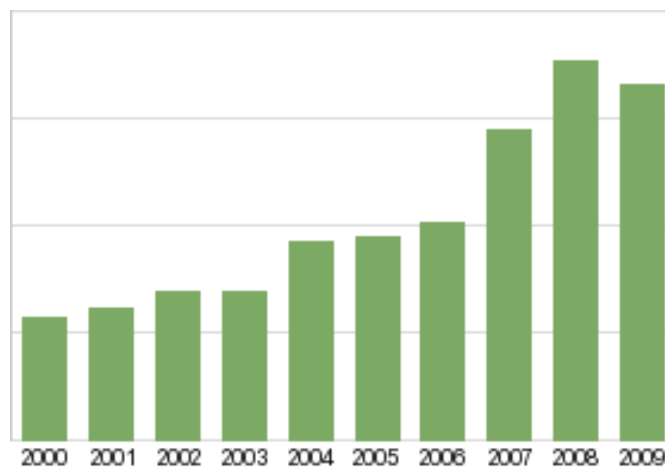


Contracts for Public Relations Services just last year!

- Total dollars: \$344,791,857.26
- Total number of transactions: 1,894
- Average transaction: \$182,044



Trend in Federal Contracts to Public Relations Firms

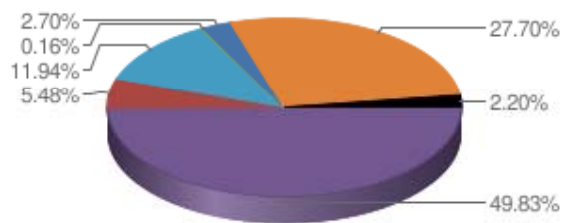


Federal Contracts to Public Relations Firms

\$344,791,857.26



Sample of Competition



Available for everyone for competition	\$8,223,015,280
Everyone could compete, <i>but only one bid or offer was received</i>	\$904,848,993
Competition within a limited pool	\$1,970,301,685
Actions necessary to continue existing competitive contracts for continuity (until the next one could be competed)	\$26,575,968
Available only for groups such as disabled persons, prisoners, and regulated utilities	\$444,762,592
Not competed for an allowable reason	\$4,570,732,067

Get Started Right!



- Register in CCR.gov
 - This is how you are *PAID!*
- Register in the SBA Small Business Dynamic Search Database through CCR.gov
 - This is how you are *FOUND!*

SBA Goaling Program



- 23% to small business = *\$115 Billion*
- 5% to Small Disadvantaged Businesses
- 5% to Women-owned small business
- 3% to SDVOSB
- 3% to HUBZone

For Both Prime and Subcontracts

Step 1: Determine Your Strategy

- You as a PRIME Contractor
- You as a Subcontractor
- You as a Teaming Partner



Note: You may incorporate one or all three!

Step 2: Why Should You Be Hired?

- Your Core Competencies
- Your Experience: Past Performance
- Your Differentiators



Step 3: Identify Your Targets

- Federal Agencies
- Prime Contractors
- Teaming Partners



Step 4: Identify the Decision-Makers

- Small Business Representatives
- Contracting Offices and Acquisition Staff
- Program Managers



Step 5: Build Relationships!

- Mitigate risk
- Build trust
- Build recognition
- Strengthen professional reputation
- Mitigate risk
- Build confidence
- Create personal connections
- Mitigate risk



Step 6: Market Aggressively

- Get in front of the decision-makers
- Website
- Email
- Capability Statements
- Vendor Outreach Sessions
- Procurement Conferences
- Match-making sessions



Top 5 Mistakes to Avoid

- Don't market to the entire federal government
- Don't bid on every contract
- Don't try to be all things to all people
- Don't use yahoo, aol or other free email
- Don't be impatient



Review: Compete for Federal Dollars

- Market Potential for PR
 - \$344,791,857
- Registrations
- SBA Goaling Program for Small Business
- 6 Steps to Success
 - Strategy, Compelling Reasons to Hire, ID Targets, ID Decision-makers, Build Relationships, Market
- Mistakes to Avoid



Questions?

Gloria Larkin



- President of TargetGov
- 1-866-579-1346
- glorialarkin@targetgov.com

