

AGENDA

Learning Session 4

Facilitator: Will Holmes

- I. Welcome/ Homework Check-In
- II. Presentation: Marketing & Selling B2G, B2B & B2C
- III. Panel Discussion
- IV. Q&A, Wrap Up and Homework Reminder

For more information, visit www.whcusa.com

WHC CURRICULUM

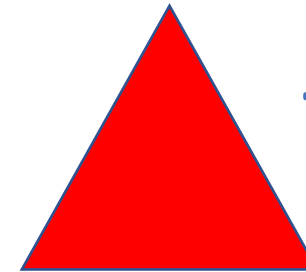
Session 4

Marketing & Selling B2G, B2B & B2C

During this 3-hour session, for the first half, the facilitator will lead an interactive discussion on the Participants' greatest challenges and how to address them with effective market research, business development, proposal writing, and relationship building. During the second half, we will be joined by a panel of representatives from government procurement offices and local anchor institutions who want to do business with smaller companies. They will share their experiences, take questions and offer advice.

Homework will be assigned to be submitted by the next class.

Choosing the Customer



— The services you may want to offer in your marketing campaigns to your target customers: B2C, B2B, B2G

Be creative and market where there is money!!!

B2C & B2B

Selling B2C & B2B- Market Research Tools to Understand Your Customer

B2Customer

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

<https://www.census.gov>

<https://www.bls.gov>

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

<https://trends.google.com/trends/>

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

<https://www.facebook.com/business/insights/tools/audience-insights>

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

B2Business

<https://www.paychex.com/employment-watch/#!/>

<https://adpemploymentreport.com/>

<http://www.nfib-sbet.org/>

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

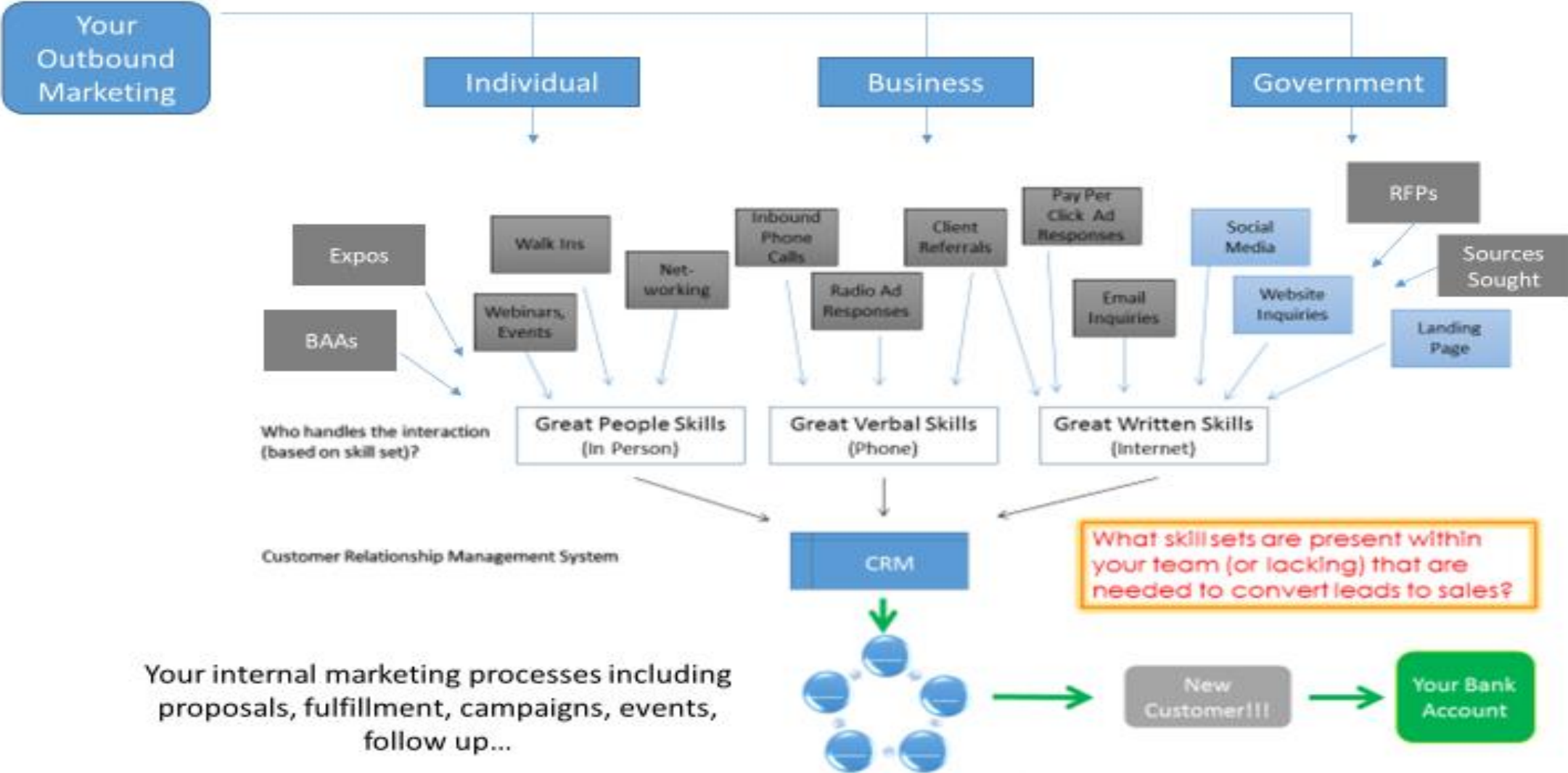
<https://www.trade.gov/export-solutions>

<https://www.franchise.org/franchising/franchise-industry-research>

<https://smallbiztrends.com/small-business-statistics>

<https://nrf.com/retails-impact>

Effective Marketing Creates a Call-To-Action. Is your team ready?



B2C & B2B

Simplify Your Message! Simple benefits for Businesses & Individuals may include:

- Easier to use, manage, sustain or implement.
- Higher quality. More efficient. More accurate. Faster. Newer technology.
- Better reporting, metrics or visibility.
- Addresses current needs better than existing product.
- Better customer experience.
- Higher Likeability & Trust (They prefer working with you & feel more confident with you).

Create trust to get to know their need. Understand the emotion in their needs and use that along with your knowledge and expertise to close the deal. People buy from those they like and trust.

B2G

“Quick” Guide to Getting Started in Federal and State Government Contracting

1. Obtain a Dunn & Bradstreet Number <https://fedgov.dnb.com/webform/>
2. Match your products and services to a North American Industry Classification System (NAICS) code. <https://www.census.gov/eos/www/naics/>
3. To participate in government contracting, you must register your business in the federal government’s System for Award Management (SAM). SAM is a database that government agencies search to find contractors. <https://www.sam.gov/SAM/> and https://web.sba.gov/pro-net/search/dsp_dsbs.cfm. For state contracts, enroll in EMMA at <https://procurement.maryland.gov/>
4. In order to participate in government contracting, you must comply with all laws and regulations. The federal government's purchasing process is governed by the Federal Acquisition Regulation. Regulations covering government contracting programs for small businesses are listed in 13 CFR 125. <https://www.acquisition.gov/browse/index/far> For State contracts, visit <https://procurement.maryland.gov/wp-content/uploads/sites/12/2019/07/MarylandProcurementManual.pdf>

B2G

“Quick” Guide to Getting Started in Federal and State Government Contracting

5. Find contracts! Federal business opportunities for contractors are listed at beta.SAM.gov. Government agencies are required to use SAM to advertise all contracts over \$25,000. State contracts can be found at <https://procurement.maryland.gov/>

6. Consider sub-contracting/ teaming. Here are a few places to start:

- Subnet (Posted by Federal Contractors): https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
- Directory of Federal Contractors (Maintained by SBA): <https://www.sba.gov/document/support-directory-federal-government-prime-contractors-subcontracting-plans>
- U.S. Department of Defense: <https://business.defense.gov/Acquisition/Subcontracting/Subcontracting-For-Small-Business/>
- State of Maryland- Prime contractors often use: MBE Directory: <https://mbe.mdot.maryland.gov/directory/> and Pre-Bid Meetings

7. Talk to small business offices for recommendations on your capability statement and certifications. Federal: <https://www.sba.gov/offices/district/md/baltimore> State: <https://msa.maryland.gov/msa/mdmanual/08conoff/html/10mi.html>

B2G

Certifications:

Federal

Are you eligible to join the Woman Owned Small Business (WOSB) Program, HUBZone Program, or 8(a) Business Development Program?

Visit <https://certify.sba.gov/>

State

MDOT Certification

<http://www.mdot.maryland.gov/newMDOT/MBE/Index.html>

City or County

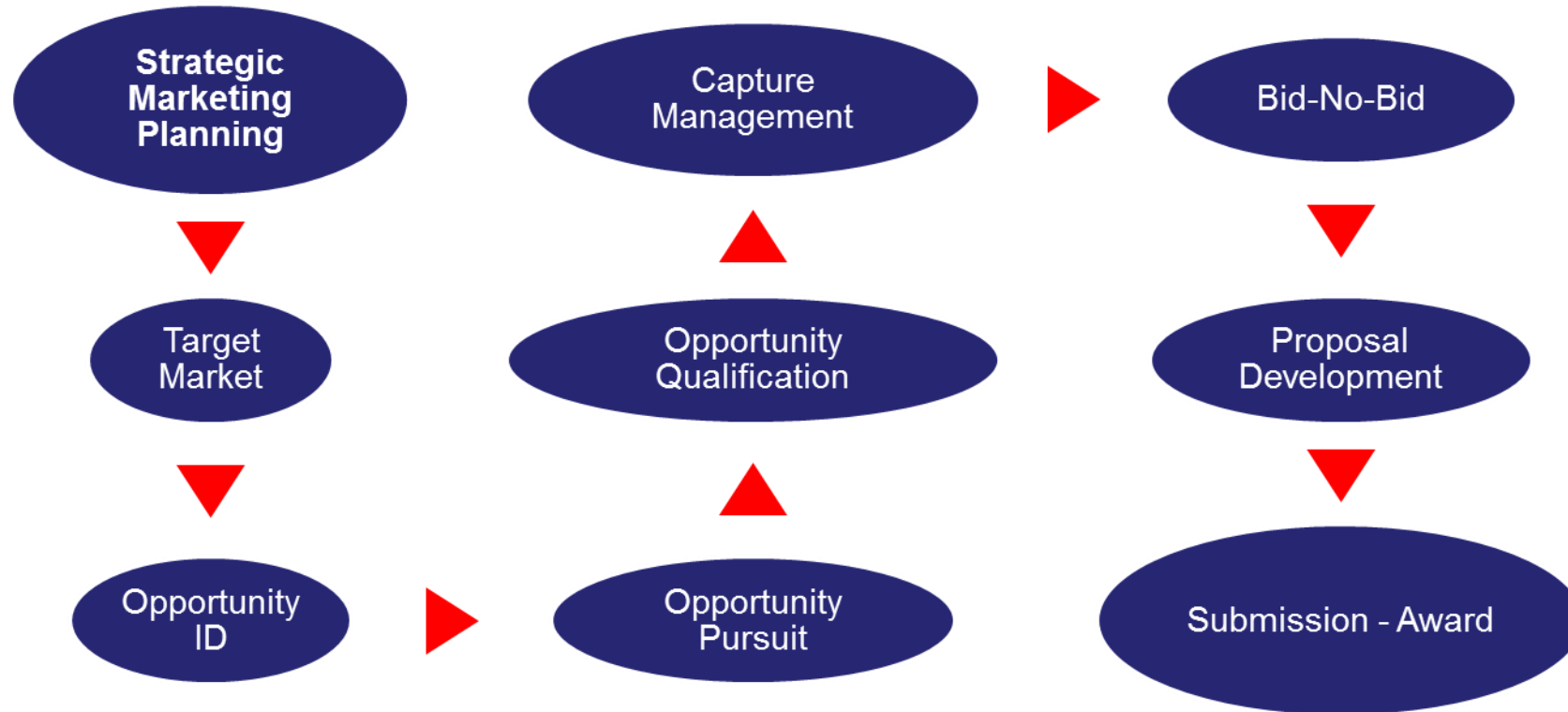
Check your local city and county for their procurement programs for small businesses.

MBE or WBE in Baltimore City: <https://law.baltimorecity.gov/mwboo>

Simplify Your Message! Simple benefits for Government may include:

- Less risky.
- SWP-> Smaller. Lighter Weight. Uses less power.
- Saves more lives & creates a safer situation.
- Less expensive. Saves money. More efficient.
- Reduces man hours or personnel.
- Easier to implement & manage.

Government Marketing Process: 1-2 years



What kind of skill sets and capital do you need to support this process?

Marketing to Potential Government Agencies- **Considerations**

- Research your audience if possible, to find commonalities for building rapport
- Always understand “who” you are presenting to & how they can assist you
- Do we know & can we influence the key decision makers?
- Has the budget been formally approved & funded?
- Do we understand the business need or pain driving this bid? Are requirements clearly defined & are they technically feasible?
- Do we know the evaluation criteria & how it will be weighted?

Marketing to Potential Government Agencies- **Considerations**

- “Ask” for what you want at the end of the presentation. What do you want the potential customer to do to help you move forward with your planned “next steps”.
- What’s your story? What do you want your company to be know as?

Q&A



**For more information, Contact
Will Holmes at:**

**www.whcusa.com
will@whcusa.com**