



# ENTREPRENEUR CURRICULUM

## Session 4

For more information, visit  
[www.whcusa.com](http://www.whcusa.com) or email

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# Agenda

## Learning Session 4

Facilitator:



**1**

**Welcome/ Homework Check-In**

**2**

**Presentation: Marketing & Selling B2G, B2B & B2C**

**3**

**Panel Discussion**

**4**

**Cash Flow Projections Review**



# How can you insert your products and services into the lives of your target customers?

Your ability to connect your customer to a solution to their problem, need or want is the foundation of the profitability of your business. This is your value proposition.

The more you can do this, with customers willing to pay at the price you demand, determines your revenue. How efficiently you do this, determines your profit.

You find these customers with your marketing process.





# What should you do?

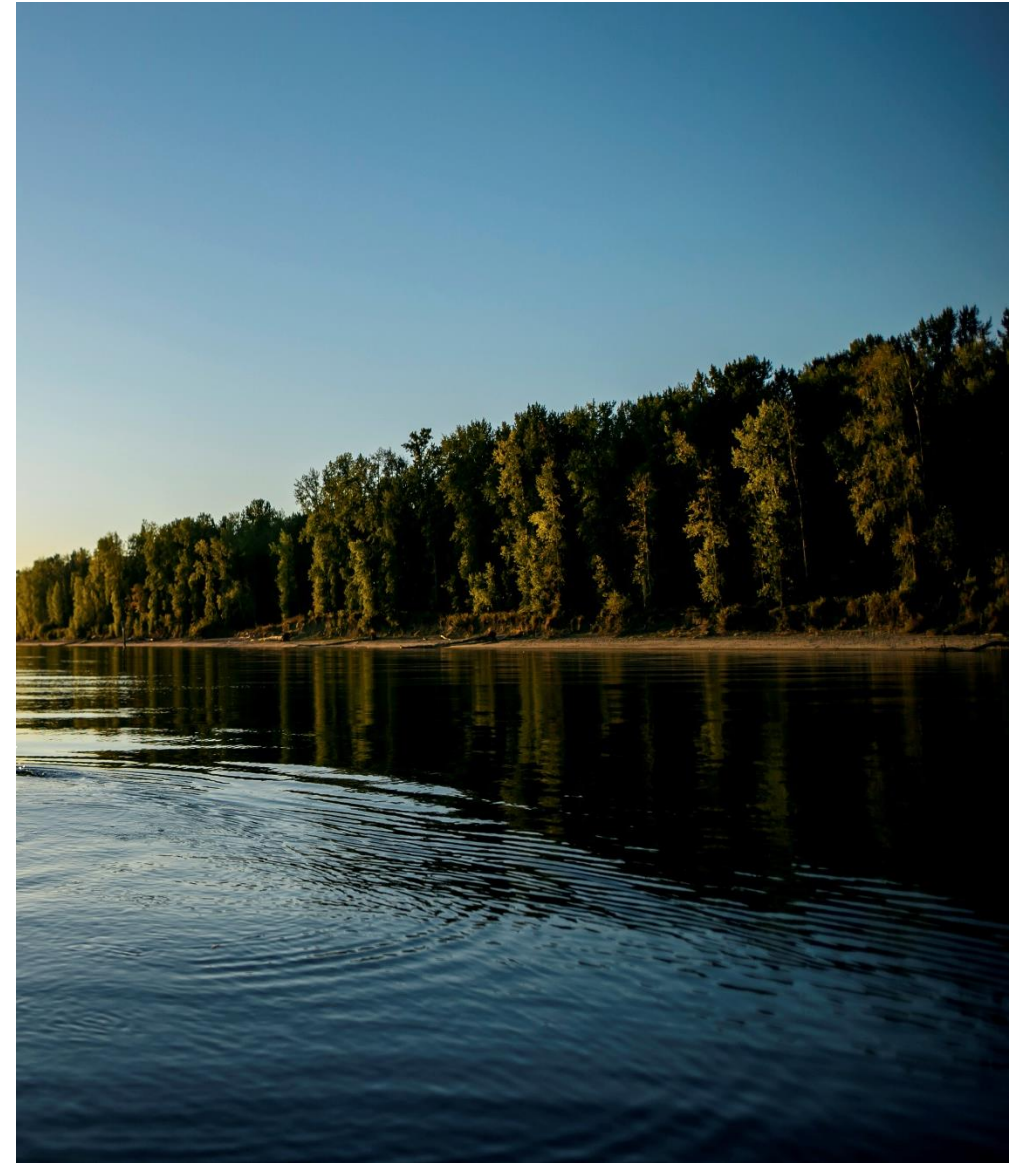
You ask yourself what am I good at and how can I make some money? You realize you are tall and strong and a good swimmer. So, you look at your environment and look for needs that you can fill.

You walk by the river separating the towns and an elderly man wants to get across. However, he is not strong enough to swim and he is not tall enough to wade across safely. He offers to pay you.

You take him across. He pays you and you say, YES! I have an idea on how to make some money. So, you set up a River Crossing Piggyback Business.

Over time, you realize three things.

1. No one knows you are offering this service. But people need to cross the river. They only find you if they happen to find you on the beach.
2. Eventually, you may be unable to carry people across the river safely on your back as you age.
3. You can only carry one person at a time.



# Choosing the RIGHT Customer



Be creative and market to target customers with enough needs and enough money to support your **current** sales and profit goals!

\*Keep looking until you find the **right** customer who needs/ wants to work with you! Find ways to determine other needs you can fill that the customer will value!

# Common Challenges

## I need better Marketing!!!

Look for:

- Value Proposition/ Need/ Demand?
- Marketing match customer interests?
- Actual Budget for Marketing?
- Pricing Logic that is profitable?
- Is your offering of value to the customer?
- Can your target customer afford it?
- When do they buy? What Channels?
- Unprofessional branding/ presence?
- Who needs it and is willing to pay for it?
- 4/5 Strategy with Communication Calendar
- Clear Call to Action

## Possible Solutions:

- Market Analysis
- Marketing Budget
- Competitive Analysis
- Social Media Plan
- Analysis of Customer Buying Patterns
- Communication Strategy and Calendar
- Website analysis/ update
- Website/ CRM/ Task Management integration
- Embed pixel in website
- Set up social media pages
- Forms on website
- Scheduling tools
- Define calls to action



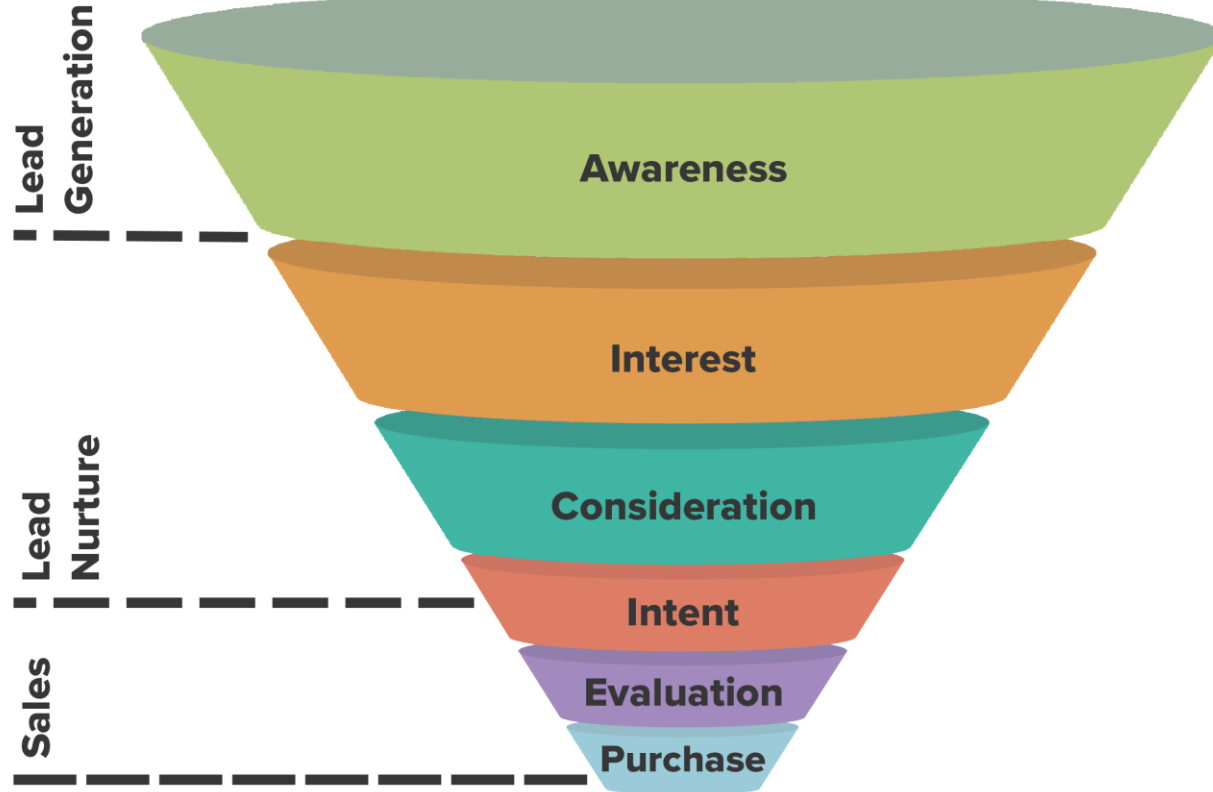


# KNOW YOUR CUSTOMER

- Agency (Mission, Personnel, Forecast)
- Geographical Area (Geo-Targeting)
- Income Level (Pricing)
- Gender (Colors, Preferences, Sizes, Style)
- Age (Voice, Tone, References)
- Interests (Where you should place ads)
- Activities (Events you should attend or sponsor)
- Buying Frequency (Affects your Revenue projections)
- Influencers (Where you should place ads)
- Importance of Reviews (Gold star and testimonial management)
- Political Views (Voice, tone, references)
- Religious Views (Voice, Tone, References)
- Birthday (Special offers, references)
- Educational Level (Voice, Tone, References)
- Favorite sports teams (Special offers, references)
- Social Media preferences (Timing of ads, content, frequency)



# The Marketing Funnel



## SKYWORD

- Marketing campaigns and consumer research
- Events, advertising, tradeshow, blog, webinars, direct mail, viral campaigns, social media, search, media mentions, and more
- Engagement and introduction to positioning
- Emails, targeted content, classes, newsletters, and more
- Product information and specials
- Automated email campaigns, case studies, free trials, and more
- Product demos and shopping carts
- Sales adds to nurture stream
- Marketing and sales work to prove their product is best
- Sales transaction is completed

Consider how your target customer becomes aware, engages, considers buying, how you engage them and how they make a purchase. This is your integrated marketing process. Build repeatable processes so your team (not you) and your tech manage the customer journey.





# Know what keywords your potential customers are using to find you!

- Keyword Research
- Competitor Research
- Local SEO
- Rank Tracking
- Link Building
- Market Analysis
- Pay Per Click Keyword

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

**Organic Research: whcusa.com**

US 141 | ZA 6 | TH 5 | Device: Desktop | Date: Dec 6, 2023 | Currency: USD

Overview | Positions | Position Changes | Competitors | Pages | Subdomains

**Keywords:** 141 (-7.24%)

**Traffic:** 25 (8.7%)

**Traffic Cost:** \$9 (80%)

**Branded Traffic:** 0 (0%)

**Non-Branded Traffic:** 25 (8.7%)

**Organic Keywords Trend**

Top 3 | 4-10 | 11-20 | 21-50 | 51-100 | SERP Features | Notes

1M | 6M | 1Y | 2Y | All time

**Top Keywords**

Keyword	Position	SF	Volume	Traffic %
will holmes >>	3	4	170	52.00
will holmes >>	4	4	170	28.00
whc >>	9	6	2.9K	16.00
mbe certification maryland >>	11	4	390	4.00
business coach baltimore >>	44	7	20	< 0.01

**Keywords by Intent**

Intent	Keywords	Traffic
Informational	44.9%	84
Navigational	23.5%	44
Commercial	16.6%	31
Transactional	15%	28



## Lead Management B2B and B2C

1. B2B- Business Owners need to know on average, how many leads you need to generate, how many attempts are needed to get in contact with the lead, and how many contacts with the client are needed before a lead converts to a sale. If you know these numbers, and the cost per lead and the cost per sale, you can create a marketing budget to generate the sales needed to meet your revenue goals.
2. B2C- Business Owners need to know the channels that their target customers use in order to make purchasing decisions. Timing is also factor as it's important to inform the customer of your value proposition before they buy and make it easy for the customers to make a purchase when they are ready to buy. Additionally, it's important to know how many impressions, social media interactions, google searches and website visits occur before a lead is generated and a sale is made.
3. Use a POS/ CRM to manage the tracking of leads and run reports to measure source, zip codes, sales lifecycle, and repeat buys. This data will help with providing feedback and training for your marketing and sales team. All leads matter!

## Typical Characteristics

### for B2C Lead Generation



- Short sales cycles
- Customers are already ready to buy → Unique offers, promotions are used to convert leads
- Broader audience as everyone has purchasing power
- Leads can be found on social media (Facebook, Youtube, Instagram)
- Cold calls are considered annoying and not many use them
- Cold emailing is not used as it's hard to find email addresses to private people

### for B2B Lead Generation



- Long(ish) sales cycles (even months or years)
- Businesses might not be aware of their problem, so it's more about creating high-quality content than giving discounts
- Narrower market
- Leads can be found on business platforms, such as LinkedIn
- Not all the leads have purchasing power, you need to please and convince possibly multiple individuals
- Cold calls, emails and direct messages are common
- Customers often have a budget they need to stick to

## Why is Data Collection Important?

1. Asking questions over time like birthday, favorite sports, kid's birthdays, anniversaries, greatest challenges, products/ services they need, and other important dates allow you learn more about your customer. This also helps you to craft personalized or special group messages and compelling marketing campaigns that will set you apart from the competition and deepen your relationship with you customer. It may also create opportunities for referrals.
2. If you have email addresses, phone numbers, and social media handles you can contact your customers anytime you want (within reason). If you are the owner of the connection outside of social media, you have a more valuable business.
3. Taking notes when you interact with a patron creates an easier experience for the customer. By you taking notes in the CRM, they don't have to reintroduce themselves, or restate their preferences and challenges every time. Plus, you can mine the date to make marketing decisions. Also, this documentation comes in handy if there is a problem.
4. It is very important that you keep passwords, usernames, personal and financial data safe. Use secure websites and apps that secure the data. Create SOPs that keep data safe and a privacy policy and use of data statement for your website. If you have a breach, see an attorney on messaging and a cyber expert for next steps. Know local, state and federal laws.
5. Consider Cybersecurity Insurance as a part of your business protection and a cyber or data professional for practical advice.



A group of runners in starting blocks on a blue track. The runners are in a crouched starting position, with their hands on the ground and feet in the starting blocks. The track is blue with white lane markings. The background is slightly blurred, focusing on the runners' hands and feet.

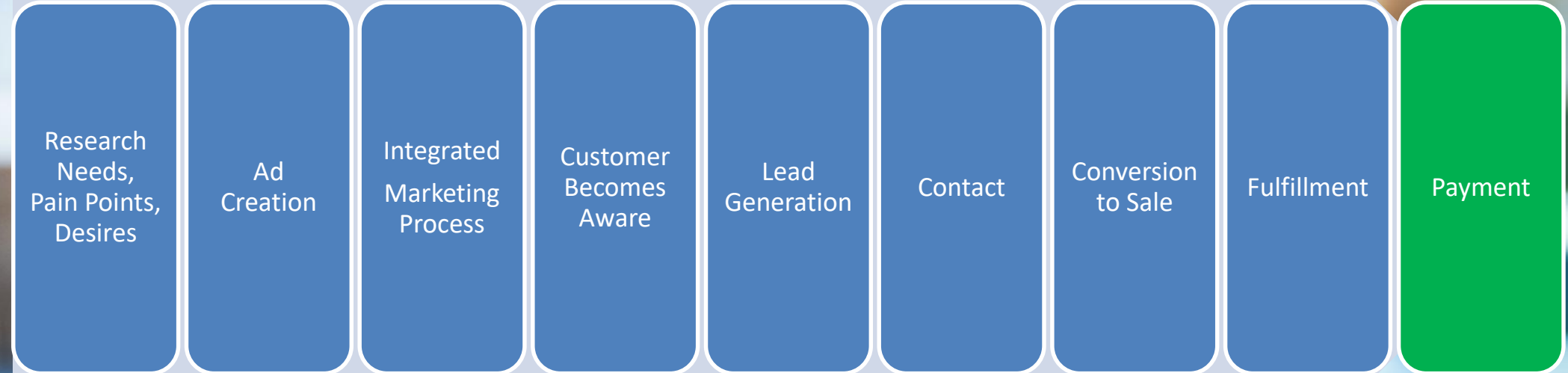
## Marketing. Where do I start?

1. Define your brand. Who are you? What is your voice? What is your value proposition? What makes you special? What 3 nouns or adjectives will define you? Why does your customer need you? What's in it for the customer? Fixing pain or providing pleasure for the customer?
2. Get on the internet. Website. Social media. Reviews. Downloads. Blog. E-books. Videos. LinkedIn. Be on the channels your customer uses. COLLECT AND MINE DATA!!! The call to action is key. Don't waste the opportunity.
3. Communication strategy. Plan your 12-month calendar. Create your content for the different channels. Have an ongoing value conversation with your customers, partners, and supporters.
4. Build your process for handling leads from receipt to sale. Create a smooth process using technology. Your email list, website, social media and CRM should all work together. Your data and direct customer relationship is valuable.
5. Create a budget! Post content, have meetings and submit proposals. Pay attention to what works. Track costs, source, responses, leads, appointments, web traffic, visitors, calls, emails, and sales. A/B Test your message before and during paid ads for campaigns. COLLECT AND MINE DATA!!! Do more of what they like and what gets you paid.

# REFINE THIS PROCESS TO MAXIMIZE REVENUE AND PROFITABILITY

- **Manage Cost Per Lead, Cost Per Sale, and Cost to Make One (Fulfillment)**
- **Look at Average Time from Lead Generation to Conversion to Sale**
- **Track Source (Awareness)**

**If you know the cost to make one sale, you'll know the cost to make 1000 sales.**





Once you have their attention, focus on their needs and pain points. Give them a headache and sell them an aspirin. In-Person...

1. Ask them questions to understand their problem.
2. Point out common challenges that others like them face.
3. Probe to get to their emotion and to see what they have done in the past.
4. Take notes so you can customize a pitch now and write a proposal later.
5. Respond with a description of your product or service customized to their needs.
6. Answer their questions and refer to their pain points.
7. Assure them that you can assist them.
8. Ask them how they will feel when you fix this for them.
9. Ask them for their timeframe and budget.
10. Ask them if they want you to send them a proposal. If they don't say yes, ask more questions until they say yes.
11. Tell them you will send the proposal tomorrow by 3pm. Then, tell them to pull out their calendar to schedule a call to discuss the proposal. Lead them to the close.





Once you have their attention, focus on their needs and pain points. Give them a headache and sell them an aspirin. Online...

1. Research the channels they use to make buying decisions. Look at past customers.
2. Create a marketing budget tied to sales goals.
3. Create a communication calendar with different targeted campaigns. Build automated follow up campaigns for after the sale and if they don't buy right away.
4. Understand their need. Their pain. What's hurting? What would make them feel better?
5. Understand them as group of people. Use data to categorize your campaigns.
6. Talk directly to them and their need.
7. Give them an easy way to learn more, give you info and/or buy from you online.
8. Get data that allows you to fulfill the order and helps you market to them later.
9. Fulfill the order.
10. Follow up after they receive the order for feedback, reviews, referrals, upselling.
11. Analyze the data for refine this campaign and to create future campaigns.



# Are you using Artificial Intelligence (AI) for Marketing? Greater efficiency?

As of December 2023

<https://www.instagram.com/aitherevolution/>

Don't be afraid of artificial intelligence. You are already using it on your smart phones, apps and in some of your household tech.

Be ready to learn how to adopt it to make you more competitive in the market.

Look out for Google! <https://bard.google.com/>

You can find a list of Google AI tools on the Google AI website: <https://ai.google/tools/>

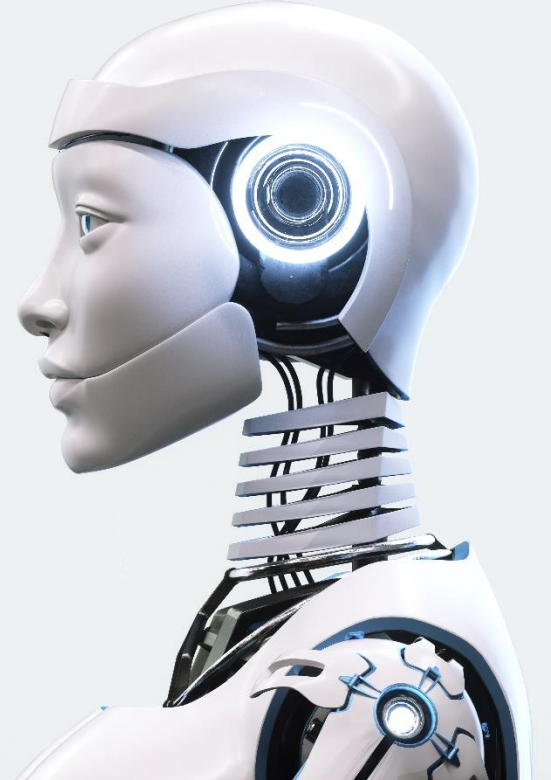


<b>DESIGN</b> 	IMAGE CREATOR	MIDJOURNEY	DESIGNER
<b>WEBSITE</b> 	DURABLE	10WEB	BOOKMARK
<b>WRITING</b> 	CHATGPT	COPY.AI	QUILLBOT
<b>SLIDES</b> 	SLIDES AI	BEAUTIFUL.AI	SLIDESGO
<b>VIDEOS</b> 	LUMEN5	SYNTHESIA	RUNWAYML
<b>SOUND</b> 	BEATOVEN	ADOBE PODCAST	ECRETT MUSIC
<b>SEARCH</b> 	BARD	BING CHAT	PERPLEXITY
<b>CODING</b> 	AUTOREGEX	LIGHTNING AI	GITHUB COPILOT

# Artificial Intelligence (AI) for Marketing

Here are 10 useful artificial intelligence prompts for businesses:

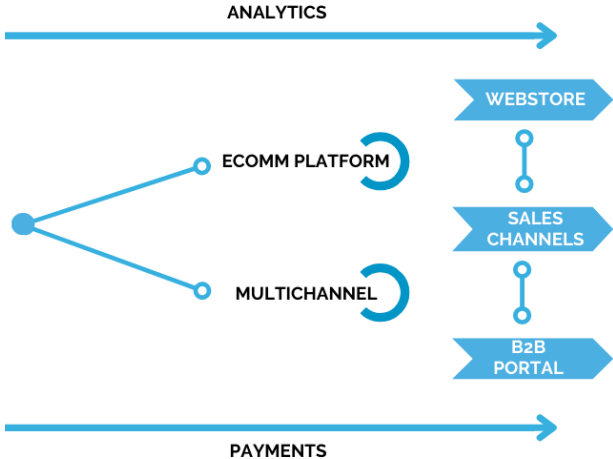
1. Generate product ideas based on customer and market needs and trends...
2. Generate ideas for product features based on...
3. Draft a product positioning statement for...
4. Conduct a SWOT analysis of the product...
5. Generate a unique value proposition and market positioning for the product...
6. Write a 100-word blog entry addressing the target customer's pain point...
7. Carry out a market analysis for the category of the specific product...
8. Identify customer pain points of the specific product...
9. Create a product description...
10. List potential target markets for the specific product...





# E-Commerce Tech

Consider the needs of your business. Your process should dictate what tech you need to support your customer lifecycle. Integrate your inventory with:



# Selling on Amazon

Make sure you understand the fees that Amazon charges.

- Referral fees: This is the commission that Amazon takes on each sale. The referral fee varies depending on the product category, but it's typically between 6% and 45%.
- Closing fees: This is a flat fee that Amazon charges for each sale. The closing fee is \$1.80 for most products, but it can be higher for certain categories.
- Subscription fees: Professional sellers pay a monthly subscription fee of \$39.99. Individual sellers don't have to pay a monthly subscription fee, but they pay a \$0.99 per-item fee for each item sold.
- Fulfillment fees: Amazon offers a fulfillment service called Fulfillment by Amazon (FBA). If you use FBA, Amazon will pick, pack, and ship your orders for you. There are fees associated with FBA, which vary depending on the size and weight of your products. Also, these rates increase during the busy seasons.





# Putting Your Products on Store Shelves

1. Research the market and identify potential retailers. Manufacturers need to understand the market for their product and identify retailers that are a good fit for their brand. They can do this by attending trade shows, conducting online research, and talking to other manufacturers in their industry.

2. Develop a sales pitch and marketing materials. Manufacturers need to be able to articulate why their product is unique and why retailers should carry it. They should also develop marketing materials, such as brochures and product samples, that they can use to present their product to retailers.

**You must know your numbers. Understand fees and regulations that come with labels copackers, distributors, pallet size, unit weight, trucking capacity, refrigeration, shelf-life, reorder times, payment terms... These should be considered in every unit you sell.**



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# Putting Your Products on Store Shelves

3. Contact retailers and set up meetings. Once manufacturers have identified potential retailers, they need to contact them and set up meetings. At these meetings, manufacturers will present their product and marketing materials to the retailer and try to convince them to carry their product.
4. Negotiate a wholesale agreement. If a retailer is interested in carrying the manufacturer's product, the two parties will need to negotiate a wholesale agreement. This agreement will outline the terms of the relationship, such as the wholesale price, the minimum order quantity, and the payment terms.
5. Ship the product to the retailer. Once the wholesale agreement is in place, the manufacturer will need to ship their product to the retailer. The manufacturer will also need to provide the retailer with any necessary marketing support, such as point-of-sale materials and product information.



# 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://www.franchise.org/franchising_franchise-industry-research)  
<https://smallbiztrends.com/small-business-statistics>  
<https://nrf.com/retails-impact>



# 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 know, like and trust.





# B2B: Largest Employers in Maryland

Here is a list of the top 20 employers in Maryland. Depending on what you sell, there may be procurement opportunities for you.

- Marriott International
- Lockheed Martin
- CEVA Logistics
- MAR Inc.
- Social Security Administration
- GEICO
- Baltimore County Public Schools
- Berkshire Hathaway HomeServices
- MedStar Health
- certis
- Discovery Communications
- Legg Mason
- T. Rowe Price
- Black & Decker
- Ciena Corporation
- Colfax Corporation
- Goodwill Industries
- Johns Hopkins Medicine
- Sinclair Broadcast Group
- The Rouse Company

# Finding Big Companies Who Want to Buy

However, not all big companies want to work with small companies. It is risky. Here is a list of vendors from a recent **Meet the Primes** event. They are making a commitment to work with smaller firms. Why? Probably due to contract requirements with the State and Federal government, or possibly a commitment to working with minority companies...



# Tips on Engaging Bigger Companies

- **Don't lead with your minority certifications. Do your research and know their needs, upcoming contracts and mission.**
- **Have your brochures, business cards, capability statements, website, value proposition, elevator pitch and professional appearance coordinated before approaching a prime vendor.**
- **The gatekeepers and reps who attend expos and people who represent the company may not be the decision makers. However, you must patiently and persistently work your way to the decision maker. Do your research and take notes on every conversation.**
- **Once you know who the decision makers are, research them to find ways to engage them socially.**
- **When you get the chance, be cool and just talk to them. If you only have one chance, make your pitch. But if you can schedule time, build a relationship and follow through on whatever you say you are going to do.**
- **Be consistent and follow-up. Work each lead consistently. Your consistency creates tomorrow's sales.**



# Business to Government



**Marketing and selling to the government is expensive and you will need access to capital in order to support larger contracts. There is a lot to learn. Here are the basics of what you need to know.**





# B2G

## "Quick" Guide to Getting Started in Federal and State Government Contracting

- 1** State- Obtain a Dunn & Bradstreet Number <https://fedgov.dnb.com/webform/> | *Fed- Unique Entity ID through SAM in Step 3*
- 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](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! Google Forecasts! Federal business opportunities for contractors are listed at <https://sam.gov/content/home> . Government agencies are required to use SAM to advertise all contracts over \$25k. \$15k+ 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](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: Capabilities Statements

In its simplest form, a capabilities statement is a promotional or marketing statement about your business and its capabilities and skills that advertises who you are and what you do. However, Capabilities Statements must be tailored to your audience: the government buyer or prime contractor.

## What to Include:

1. Name and company branding, slogan (if any).
2. Summary description of the company.
3. Core Capabilities or Competencies.
4. Past Performance and Experience.
5. DUNS and/ or Unique Entity ID.
6. Contact information. Do you take credit cards.
7. Cage Code. NAICS Codes.
8. State and Federal Certifications.
9. Featured Clients/ References.



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## CAPABILITIES STATEMENT

### ABOUT WIDESCOPÉ

Widescope Consulting Contracting and Services delivers information technology and staff augmentation services to the federal government, state and local municipalities. We bring to bare fast, reliable, immediately productive, and experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards your specific needs.

We constantly strive to be a company that delivers an outstanding work product without requiring a lot of maintenance from our government clients. Our ultimate goal is to surpass your expectations and make your job easier, not more difficult.

### CORE COMPETENCIES

Widescope Consulting Contracting and Services helps customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

- Staff Augmentation
- Project Management
- Program Management
- Software Development
- Executive Administration

### PAST PERFORMANCE

- Submarine Fiber Optics Mapping & Cabling
- Cyber Security & Visitor Management Solutions
- Facility Management & Security Modernization
- Dynamic Dashboards for Data Mining & Analytics
- Software & Website Development/Maintenance
- IT, Communications, & Internet Connectivity
- Advanced Training & Curriculum Development
- Modern Video Conferencing (VTC) Installations

### FEATURED CLIENTS

- Space and Naval Warfare Systems Command (SPAWAR)
- US Defense Information Systems Agency (DISA)
- The Christian Methodist Episcopal Church
- Naval Computer and Telecommunication Station (NCTS)

### CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- Center for Verification Evaluation (CVE) Certified
- Minority Owned Small Business
- 8(a) Business Development Program
- DOT certified DBE
- CAGE Code – 743B9
- We Accept Credit & Purchase Cards

NAICS CODES: 541330, 5141512, 541611, 541612  
541614, 561320, 541519, 611430

DUNS NUMBER: 079310444 CAGE CODE: 743B9



# 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 MBE, SBE, DBE (Federal)  
Maryland Dept. of General Services (DGS) Small Business Reserve Program  
BWI Airport Concessions Certification (ACDBE)

### ➤ City or County

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



# B2G

## 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.





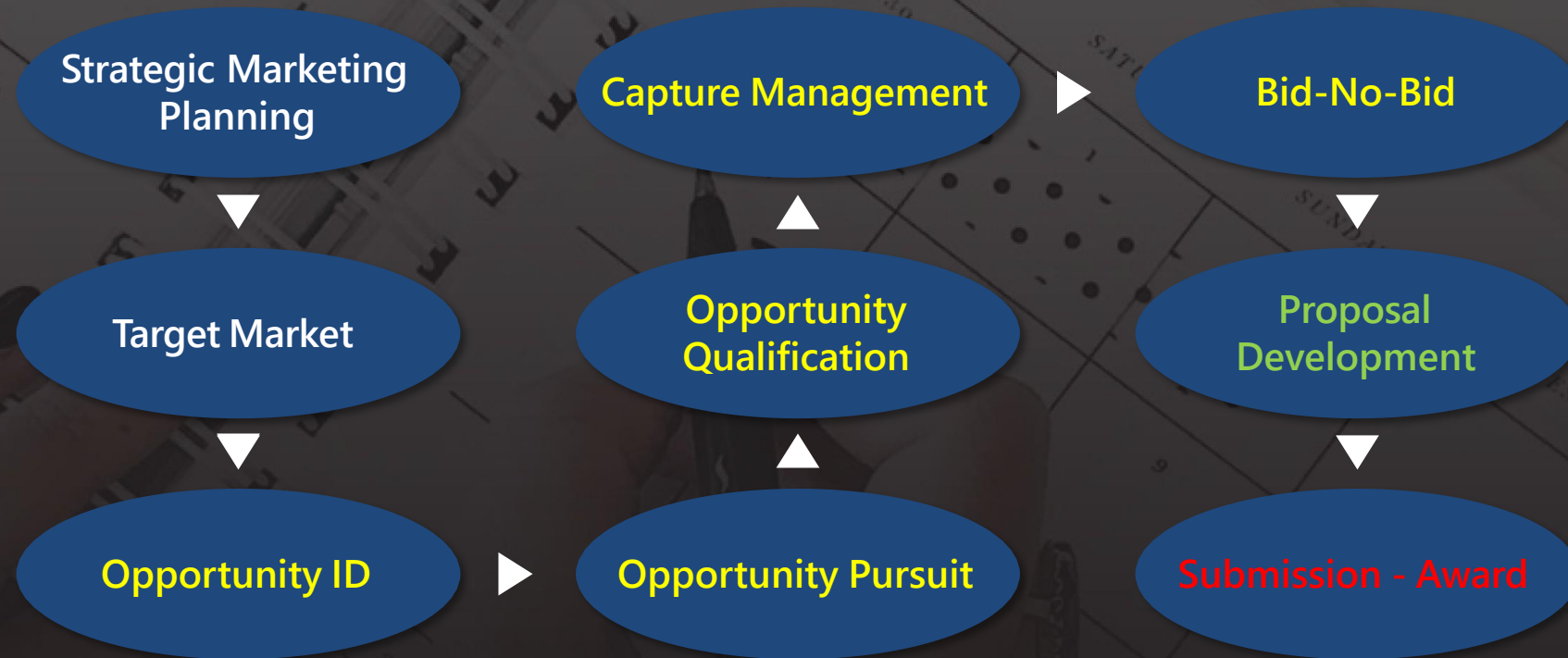
# B2G

## Marketing to Potential Government Agencies - Considerations

- Understand if this project has funding or when funding is expected.  
\_\_\_\_\_
- Always understand “who” you are presenting to & how you’ll offer value. Introduction?  
\_\_\_\_\_
- Do we know & can we influence the key decision makers? Is there an incumbent? Status?  
\_\_\_\_\_
- How does this project add to your story? This will one day be past performance!  
\_\_\_\_\_
- 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? Can we win and deliver?



# Government Marketing Process: 1-2 years



Know the forecast and fiscal cycle of your target agencies! What kind of skills/ team members and capital do you need to support this opportunity pursuit process? It can be expensive so only bid on what you can win and deliver.



# Procurement Forecasts

Here are some specific websites where you can find procurement forecasts for government agencies with links to those websites:

- **Government Publishing Office (GPO):** The GPO is the official publisher of the U.S. government. They publish a variety of procurement-related documents, including procurement forecasts. You can find their website here: <https://www.govinfo.gov/>.

- **Federal Procurement Data System (FPDS):** The FPDS is a database of federal procurement data. It includes information on contracts awarded, contract values, and contract types. You can find their website here: <https://www.fpds.gov/>.

- **SAM.gov:** SAM.gov is a website where government agencies can post procurement opportunities. It also includes information on government contracting regulations. You can find their website here: <https://www.sam.gov/>.

- **Acquisition.GOV:** Acquisition.GOV is a website that provides information on government procurement. It includes articles, news, and resources on procurement. You can find their website here: <https://www.acquisition.gov/>.



# Procurement Forecasts

Here are more websites where you can find procurement forecasts for government agencies with links to those websites:

- **Agency Recurring Procurement Forecasts | Acquisition.GOV:** This website provides procurement forecasts for specific government agencies. You can find it here:

<https://www.acquisition.gov/procurement-forecasts>.

- **Procurement Forecast - United States Department of State:** This website provides procurement forecasts for the United States Department of State. You can find it here:

<https://www.state.gov/procurement-forecast>.

- **Forecast of Contracting Opportunities - GSA:** This website provides procurement forecasts for the General Services Administration (GSA). You can find it here: <https://www.gsa.gov/small-business/forecast-of-contracting-opportunities>.

<https://www.gsa.gov/small-business/forecast-of-contracting-opportunities>.

- **Procurement Forecasts - U.S. Department of Commerce:** This website provides procurement forecasts for the United States Department of Commerce. You can find it here:

<https://www.commerce.gov/oam/vendors/procurement-forecasts>.

# OSDBU

**The Office of Small and Disadvantaged Business Utilization (OSDBU) is a federal office that is responsible for promoting the participation of small businesses and disadvantaged businesses in government contracting. OSDBUs are found in most federal agencies.**

**The specific roles and responsibilities of OSDBUs vary from agency to agency, but they generally include the following:**

- Promoting awareness of government contracting opportunities to small businesses and disadvantaged businesses.**
- Providing technical assistance and training to small businesses and disadvantaged businesses on how to compete for government contracts.**
- Advocating for small businesses and disadvantaged businesses within their agencies.**
- Monitoring government contracting data to ensure that small businesses and disadvantaged businesses are receiving a fair share of contracts.**
- Encouraging agencies to set aside contracts for small businesses and disadvantaged businesses.**

# OSDBU

## Office of Small and Disadvantaged Business Utilization

Here are some of the specific services that OSDBUs may offer to small businesses and disadvantaged businesses:

- Pre-award counseling:** This service provides information on government contracting opportunities and helps businesses to develop proposals that are responsive to the requirements of the solicitation.
- Post-award counseling:** This service provides assistance to businesses that have been awarded government contracts, such as help with contract administration and performance.
- Training:** OSDBUs offer a variety of training programs on topics such as government contracting law, procurement regulations, and proposal writing.
- Technical assistance:** OSDBUs can provide technical assistance to businesses on a variety of topics, such as quality control, marketing, and financial management.
- Networking opportunities:** OSDBUs can help businesses to connect with other businesses, government agencies, and trade associations.
- Financial assistance:** Some OSDBUs offer financial assistance to small businesses, such as loans and grants.



# Find a Need. Fill a Need. Get Paid.™



**B2B, B2C or B2G**  
This **intersection** of need, your ability to address the need and the target customer's ability to pay is where you'll make money every time.

The greater the need, the greater the opportunity to get your target customer to know you, like you, trust you so they can keep buying from you and referring paying customers to you.



# Panel

Panel:  
**Marketing & Selling  
B2C, B2B & B2G**



# Questions & Answers



For more information, visit [www.whcusa.com](http://www.whcusa.com) or email Will Holmes at [will@whcusa.com](mailto:will@whcusa.com)



# Procurement Forecasts

Procurement forecasts are used by government agencies to plan their procurement activities. They can be used to:

- Identify potential suppliers:** By forecasting the types and quantities of goods and services that they will need to procure; government agencies can identify potential suppliers who can meet those needs.
- Set budget priorities:** Procurement forecasts can help government agencies to set budget priorities by identifying the most important procurements that need to be funded.
- Manage procurement risk:** Procurement forecasts can help government agencies to manage procurement risk by identifying potential risks, such as supply shortages or price volatility.
- Optimize procurement processes:** Procurement forecasts can help government agencies to optimize their procurement processes by identifying areas where they can improve efficiency and effectiveness.

# Procurement Forecasts

Procurement forecasts are used by government agencies to plan their procurement activities. They can be used to:

- Promote competition:** Procurement forecasts can help government agencies to promote competition by identifying potential suppliers and ensuring that all suppliers have an equal opportunity to compete for contracts.
- Ensure compliance with regulations:** Procurement forecasts can help government agencies to ensure compliance with procurement regulations by identifying the requirements of those regulations and ensuring that they are met.
- Procurement forecasts can help government agencies to increase transparency by making their procurement plans more accessible to the public. This can help to build trust and confidence in the procurement process**

# This Week

## Session 4

### Marketing & Selling B2G, B2B & B2C

During this 3-hour session, for the first hour, 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 hour, 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.





# Effective Marketing Creates Leads and Sales. Is your team ready?

