

## **Course No. 102 – Turbo Charged Government Marketing**

### **Instructor:**

Cassandra Ford, B.S.

This course is designed to show you the proven methods used in marketing to the federal government. It will show you how to position your company to be one of the “pre-selected” and increase your win ratio with a tested professional marketing system that works. Learn a practical, step-by- step, straightforward process complete with templates and recommendations on resources, particularly important if you don’t have a fulltime dedicated staff. Get an understanding of the tricks of the big companies tailored for the budget of the small contractor and how to get “inside” information that makes the difference in being “in the loop” and an “also ran”.

**Prerequisite/Advanced Preparation:** None

**Instructional Method:** Group-Live

**Objective:** This course teaches how to position your company in front of the right government personnel at the right time and why most successful companies don’t bother with the “cattle call” approach of Agency sponsored small vendor outreach programs. Learn how to use the agency small business specialists to position your company and how to build critical relationships with the right persons prior to published opportunities. Memorize the fifteen ways to fail in federal government contracting without trying.

**Instructor Profile:** Ms. Ford has over 28 years of marketing experience in a broad range of industries including several 8(a) firms as Marketing and Sales Director. Her experience as Marketing and Sales Director with government contractors provides invaluable hands-on knowledge of gaining business with the federal government. She regularly teaches workshops on successful marketing to the federal government. Ms. Ford is a popular instructor at several small business organizations and know how to get to the point with valuable information you can start to use today. Her energetic, dynamic style provides for a highly interactive seminar. You’ll leave charged up and with the power tools and knowledge to get more business!”

**Audience:** Business Owners, Business Development Staff and other interested personnel.

### **Course Outline: Learn:**

- How to position your company to be one of the “pre-selected”
- How to increase your win ratio with a tested professional marketing system that works
- A practical, step-by- step, straightforward process complete with templates and recommendations on resources, particularly important if you don’t have fulltime dedicated staff
- The tricks of the big companies tailored for the budget of the small contractor
- Where and how to get “inside” information that makes the difference in being “in the loop” and an “also ran”
- How to position your company in front of the right government personnel at the right time
- Why most successful companies don’t bother with the “cattle call” approach of Agency sponsored small vendor outreach programs
- How to use the agency small business specialists to position your company
- How to build critical relationships, get before the right persons [before the opportunity “hits the street”] prior to published opportunities, increase your business, and increase your chances of being the “sole source” [sometimes without competition]
- Fifteen ways to fail in federal government contracting without trying