



Embracing Small Business, Empowering Entrepreneurs

## Marketing Tips

### **Identify Your Customers**

What agencies (federal, state, county, or city) buy the products/services you sell? Check their website for information about procurement and/or service with that agency. Inquire if there is a supplier diversity contact person to discuss the product or service.

### **Learn the Process**

Learn the procurement process of each potential customer, including their identification system for contract and services.

### **Register in Washington's Electronic Business Solution (WEBS)**

WEBS is an internet-based bid notification system that many state agencies and educational institute use to notify businesses of opportunities. It takes approximately 5 – 10 minutes to sign up. Your firm will receive email notifications of bid opportunities that match commodity codes you select.

- <http://www.des.wa.gov/services/ContractingPurchasing/Business/BidOpportunities/Pages/bidNotification.aspx>

### **Register in the System for Award Management (SAM)**

The System for Award Management (SAM) is the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS. There is NO fee to register for this site.

- <https://www.sam.gov/portal/SAM/#1>

### **Attend Pre-bid Meetings**

This is where you will meet the prime contractors who are most likely to bid on the contract. Your marketing efforts should be focused on these folks.

### **Prepare a Capabilities Statement**

Take it everywhere you go and hand it out to everyone you meet. Be sure to include examples of previous work and contact information.

### **Copy Best Practices**

Talk with other certified firms who are successfully working on government contracts (inside and outside of your industry) and follow suit.

### **Be Patient and Persistent.**

Developing new business relationships takes time. Don't give up! Be willing to start small in order to build a record of past performance that is relevant to prime contractors.

### **Social Media**

Social media offers an inexpensive way to connect to potential customers. Research the applications that would best fit your business and learn.

### **Ask Why!**

If your bid does not earn you the job, ask why. This is valuable information that can help the next time around.

[www.omwbe.wa.gov](http://www.omwbe.wa.gov)

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