



Treatment begins NOW !



## Red Tape Hypertension

[red teyp hy-per-ten-shuh-n]

n. Elevation of the blood pressure, or extreme emotional tenseness often attributed to your attempts to navigate the protocols of doing business with the government.



## How to Sell to the Federal Government



### YOUR PRESCRIPTION FOR SUCCESS

This seminar will provide a basic overview of how to sell to the federal government



## Your Presenter

María Clara Yepes, MBA  
Certified Business Analyst

## About the Small Business Development Center at USF...



- Affiliated with the SBA
- Our Services:
  - Information and Resource Center
  - Workshops/Seminars
  - FREE Individual Counseling
- Offices in Hillsborough, Pinellas, Manatee, Sarasota, Hernando, Polk and Highlands counties.
- **Procurement Technical Assistance Center**

## Register



- Central Contractor Registration (CCR)
- Dynamic Small Business Search (SBA Profile)
- North American Industry Classification System (NAICS Codes)
- Get a Data Universal Number System (DUNS) Number

## Do Your Homework



### Who is your target market?



- Prime vs. Sub-Contractor
- Who buys your product or service?
- Where can you provide your product or service?

## Do Your Homework



### Top 5 Major Contracting Agencies (2010)



## Do Your Homework



### Top 5 DOD Prime Award Contractors (2010)

## Do Your Homework



### What Did They Buy? (2010)

- Engineering and Technical Services \$18.8 B
- Aircraft, Fixed Wing \$15.4 B
- Telecommunications Services \$13.7 B
- General Health Care Services \$11.0 B
- Dairy Foods \$4.3 B

## Do your Homework



[www.usaspending.gov](http://www.usaspending.gov)



## Do your Homework



### Small Business Administration (SBA) Programs

- 8(A) Business Development Program
- Historically Underutilized Business (HUB) Zone
- Woman Owned Small Business (WOSB/EDWOSB)
  
- Veteran Owned Small Business
- Service Disabled Veteran Owned Small Business
- Small Business

## Know how to Play the Game!



### The Government Wants...

- Quality Product/Service
- On-Time Delivery
- Fair and Reasonable Price
- Financial Stability
- Performance

## Know how to Play the Game!



### You should know...

- Federal Acquisitions Regulations
- Federal Business Opportunities  
[www.FBO.gov](http://www.FBO.gov)
- Subcontracting Opportunities -  
<http://web.sba.gov/subnet/>
- Types of Purchases

## Know how to Play the Game!



### You should know...

#### HOW TO SELL!!

language, networking, events...

# Assistance



Meet Charlene Bostic

Procurement Technical  
Assistance Center  
(PTAC)

**Government Contracting 101**

[www.SBDCTampabay.com](http://www.SBDCTampabay.com)



## Thank you for coming today!

Small Business Development Center at USF

**813-905-5800**

**María Clara Yepes**



### PRESCRIPTION FOR SUCCESS TIP

Contact our office to schedule an appointment. We never charge for our one-on-one confidential counseling.



Look for Mr. Biz on...



 [FACEBOOK.COM/USFSBDC](https://www.facebook.com/USFSBDC)

 [WWW.SBDCTAMPABAY.COM](http://www.sbdctampabay.com)

 [YOUTUBE.COM/USFSBDC](https://www.youtube.com/USFSBDC)

