

GET THE CHEESE, AVOID THE TRAPS: An Interactive Guide to Government Contracting

Chapter V, Why Certifications Are Important

Think about your business and answer each question before moving on. Record your results.

It takes between one week to 30-days to collect the information required, and to sit down and complete the application process. It all depends upon you and your willingness. Your next step is to consider these elements before beginning your certification journey:

1. What programs are available?

2. Which programs you qualify for?

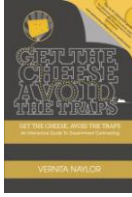
3. How will you use your certification(s)?

4. Who are your ideal customer(s)?

5. What do your ideal customer(s) require?

6. How else can you maximize your certification(s)?

7. Whatever comes to mind consider it. Think about your business' future.



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As under this program, remember SBA offers similar certifications: WOSB and EDWOSB. What is the difference between the SBA and the WBENC programs pertaining to these certifications?

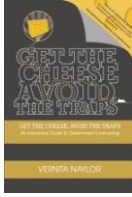
What certification program can offer an underrepresented and disadvantaged business owner a contract for about \$5 million?

Using the online Dashboard and the grid chart above let's see how well you can read and understand the data on the Dashboard. You can either solely use the above information or you can use the information on the Small Business Dashboard website.

1. What can be done to improve the decreases in the certification program?

2. What are some agencies that need to improve their goals?

3. How can you use this comparison chart to your benefit? Which agencies are your ideal customers?



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4. How do they measure up on their goals? How do they measure up on spends? What does this chart tell you about your goods or services?

5. Is there anything else that you wish to say about using this chart and/or your ideal customer(s) that you have discovered that can help you in moving forward?

Can you answer from recalling what I stated previously as to why the 39% goal has been or cannot seem to be met? Hint: there are some goals that have been exceeded.

In the remaining grids above you will see that there has been a noticeable decrease of at least 1% in certified businesses not receiving government opportunities. Why? Which ones are they?
