

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

Chapter VI Getting the Attention of the Buyer

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

What is DOJ's Top Product or Services?

What Are Their Top Certifications?

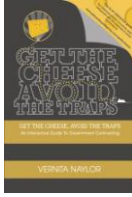
What Are Their Goals?

What Is the Actual Dollars Being Spent?

How Does Your Business Fit, Using These Same Measures?

Go to the website page Small Business Dashboard. Look for FY 2010. Let's test your knowledge so far by doing the exercise below:

- ✓ List The Top Vendor Locations



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- ✓ List The Top Contract Types

- ✓ Display Some Information About The Contract Timeline

Here is where your marketing plan comes into place because you must now become strategic. Test the system and your knowledge thus far. Put your answers here based upon the above-mentioned questions:

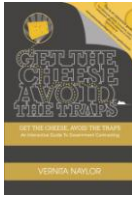
1. Now locate your ideal customer(s) and if you currently do not have any, choose a few. Who are your chosen customer(s)?

2. Do they buy what you sell?

3. Based upon your goods, who should you consider your ideal customer(s)?

4. How is this your chosen agency's certification program? What type of certification do they offer? Do you qualify? Why or Why Not?

5. Are you able to provide goods to your agency's top locations?



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6. Are there other factors that you wish to note?

This time saver should be another reason for you to register. Can you think of a few other reasons as to why being registered in either SAM or FedBizOpps is important?
