



# Selling to Uncle Sam - Understanding the Government Marketplace

## WHEN:

December 12, 2017  
9:00 am - 11:00 am

## WHERE:

Networks Northwest  
Conference Room #3  
600 E. Front Street  
Traverse City, MI

Is your business looking to expand? Have you considered selling to the government? Are you currently selling to the government but only to one or two agencies? Are you missing an opportunity to diversify your customer base?

The federal government market is worth nearly \$100 billion in sales to small businesses each year, but selling to the government is very different than selling to the commercial sector.

This seminar is designed to offer potential and existing government vendors a detailed understanding of the government marketplace and players, how this market differs from the standard commercial sector, and tips on selling your products/services to Uncle Sam.

## This seminar will cover these topics and more:

- The US Government - revisiting civics class
- Government purchasing - understanding the lay of the land
- Decision makers — making connections
- Small Business Programs –taking advantage of your size and status
- Government lingo - talking the talk
- Getting Noticed — marketing tools specific to the Federal Government
- PTAC Services - getting help



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