



Marketing Your Small Business to Government Agencies & Prime Contractors

A seminar presented by the NW Michigan PTAC (Procurement Technical Assistance Center)

WHEN:

March 7, 2019 10:00 am - 12:00 pm

WHERE:

Networks Northwest Conference Room #3
(2nd floor Plante Moran Building)
600 E. Front Street, Traverse City MI

[Register Here](#)

No cost to attend. Pre-registration is required.

- **Is your business looking to expand its customer base?**
- **Have you considered selling to government agencies or large businesses that already sell to the government?**

This seminar presents best practices for small businesses to market their products and services to government agencies and prime contractors. We will discuss what the government looks for in a supplier, market research to understand your target customer and your competition, and tailoring your marketing materials for the government customer.

Topics will include

- The 3 Ps of marketing: Plan, Position, Pursue
- Basic marketing materials you should have
- Networking: Who to connect with and what to ask
- Tools for market research
- Assistance available from PTAC

More Training for Gov't Contractors

www.networksnorthwest.org/news-events/events/

- *Basics of the Federal Acquisition Regulations*, Apr 9, 2019, 10:00am - 12:00pm
- Webinar: *Doing Business with the State of Michigan*, TBD
- Webinar: *Overview of the SBA Small Business Contracting Programs*, TBD

Questions?

suzanne.hartnett@networksnorthwest.org



The Northwest Michigan PTAC is funded in part through a cooperative agreement with the Defense Logistics Agency and in part by the Michigan Economic Development Corporation.

PTACs provide government contracting assistance to business in Michigan free of charge. We do one-on-one business counseling in all aspects of selling to federal, state and local governments; help register to compete for government contracts; and training and B2B/ B2G networking events.

[Learn More about the PTAC](#)