



Selling to Uncle Sam: Understanding the Government Marketplace

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

WHEN:

June 27, 2019 10:00 am - 12:00 pm

WHERE:

Networks Northwest Conference Room #2
(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 federal, state or local government?
- Are you currently selling to the government and looking to reach new customers?

Government agencies buy all types of goods and services and government sales are worth billions of dollars each year. But selling to the government is different than selling in the commercial sector; it can be complicated, frustrating, and may overwhelm a businesses resources.

This workshop covers the basics of selling to the Federal Government and the State of Michigan. It is for the newcomer to the government marketplace and a worthwhile refresher for those who are already selling to the government. We discuss basics of government contracting, differences between government and commercial selling, tips to being a successful government supplier and where to go for assistance.

This seminar will cover

- Basic government contracting, e.g. how government buys, regulations, small business programs, government vs commercial sales space
- Registrations and certifications
- Finding opportunities
- Market research to target those agencies who buy what you sell
- Assistance available from PTAC

Questions?

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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](#)