

# Marketing Your 8(a)/SDB Certification

*20<sup>th</sup> Annual JPL/NASA  
High-Tech Conference*

Presented by: Sharon Merino & Nick Smith  
SBCA Inc  
dba: Small Business Consulting Agency

# The 8(a) Process

- Now what?
  - Set back and wait for orders?
  - Call everyone you talked too at the JPL conference and ask for your million dollar contract?
  - Develop your plan for getting contracts?

# Building an Image

- Develop a plan to
  - Make the Federal Government aware that you are out there
  - Tell them that you are ready to be their vendor of choice
  - Demonstrate your capability and past performance

# Researching Your Customers

- Research who is buying your products or services now?
- Confirm your suspicion by determining
  - How many they bought?
  - When did they buy them?
  - How did they buy them?
  - How many will they buy next year?

# 5 Ways To Produce Proof of Performance

- Tangible Proof – Touch and feel
- Visual Proof – See and read literature
- Verbal Proof – Know case history
- Verbal Proof – Unknown case history
- Verbal Proof – General Claims

# Finding Contacts

- Search by NAICS code
- Search by agency
- Special searches
- What web sites have the data
  - [www.fpds.gov](http://www.fpds.gov)
  - [www.ssq.gsa.gov](http://www.ssq.gsa.gov)

# Understanding the Buyer

- Buyers can not tell you anything that will give you a competitive edge
- Buyers like to buy; they do not like to be sold
- Buyers like to buy from people they are at ease with and who are like them

# Relationship Building

- Proceed to build a relationship with the agency you want to sell
- Use your marketing skills to build a need with the agency
- Win contracts by outsmarting the competition

# Exceeding Buyers Expectations

- Be so much better than your competition that they want to sole source to you
- Let the buyer know that you understand his problems and are willing to help solve them
- Buyers buy for only two reasons:
  - Avoid pain
  - Receive pleasure

# Dealing with the buyer

- Buyer ROI
- Why buyers do not want to see you
- Having today's solution to tomorrow's problems
- Don't tell them you are a 8(a) until you need it as icing on the cake

# What About SDB's

- Using your SDB certification
- Prime contractors by state
- Researching prime contractors
- Setting up your plan of sales

# SBCA Inc.

- Thank you for your attention

On Thursday, April 24, 2008

We will be holding two half-day workshops

- “Secrets to Obtaining 8(a) contracts” and
- “Secrets of Obtaining Small Business contracts”

For more information visit our table or go to our

Website [www.1SBCA.com](http://www.1SBCA.com)