



So You Think You Are Ready to do Business with the State, County and Federal Government?

***“SUCCESS COMES WHEN PREPARATION MEETS
OPPORTUNITY***

Sponsored by

Women of Prince George’s County



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Overview

Is entrepreneurship for you?

<http://www.sba.gov/content/entrepreneurship-you>

“SUCCESS COMES WHEN PREPARATION MEETS OPPORTUNITY”

- Taking responsibility for your success
- Preparation, Preparation, Preparation
- Winning opportunities



Preparation, Preparation, Preparation

“The will to win is nothing without the will to prepare.” - Juma Ikangaa

What is the market?

- Federal, State and County Government
- Large Range of Products - NAICS and PSCs
- Billions of Dollars in Purchasing



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What agencies will buy what I sell?

- NAICS and PSCs
- Agency websites

Select a manageable number of agencies to market

Understand how those agencies purchase

- What socioeconomic goals do they have?
- What contract vehicles do they use?
- Who are the companies they do business with?
- What certifications do I need and in which systems do I need to register?
- Who are the key decision-makers for my products?
- What is their budget cycle?



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Understand the Culture

- Multitude of rules govern the award and administration of a contract
- Long budget cycles
- Expect uncertainty, Government and business cultures differ
- Lots of Competitors
- Each agency has it's own culture



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Stand Out - Have Your Infrastructure in Place

- Human Resources - How will I recruit, onboard, maintain and pay the personnel that I need?
- Legal - What legal support do I need? What legal documents do I need to run my business?
- Financial – What resources do I need to finance my business and grow?
- Accounting – What support do I need to develop and maintain a budget and financial forecast and develop financial statements?
Who will provide tax and auditing guidance?
- Certifications – Which are most important to my potential customers?
- Sales and Marketing – What business am I most prepared to win? How can I gain recognition/attention for what my company?



Winning Opportunities

Relationship, Relationship, Relationship

- Go where you are valued and trusted (warm market)
- Attend outreach and industry events sponsored by agencies of choice
- Get to know the small business/diversity office



Winning Opportunities (cont.)

It is generally a great opportunity for you if:

- It is in your “sweet spot”
- You have intelligence regarding the opportunity (What the client “really” wants and the underlying issues/problems which need to be solved)
- You have a great solution to their problem

If you lack any of the above, align with the right teaming partner. Current business model is “Coopetition”, use it!



Winning Opportunities (cont.)

Request for Information (RFI) or Market Research

- Presents an introduction opportunity for you and the client
- Allows you to shape an opportunity
- Places you in the pool of potential offerors



Summary

Success is for the hungry

Be relentless about preparation and pursuing the
right opportunities

QUESTIONS?

