

# Marketing the Government your Client

Did you know that the U.S. Federal Government is the world's largest purchasers of goods and services? Everything from light bulbs to construction projects are secured through a formalized contracting system. Procurement and Technical Assistance Centers (PTACs) work with small and large business owners to provide localized, in-person training and counseling to help those businesses prepare to successfully compete for government market opportunities. If your business offers a product or service that you believe local, state or federal government purchasers or government prime contractors would be interested in, Maine PTAC can help you in your government marketing efforts.

## **What can a PTAC do for you?**

### **Determine if your business is ready for government contracting.**

Pursuing government contracts is a challenge, and can be burden for your company if you do not have the resources or maturity to handle a contract. A PTAC representative can sit with you one-on-one and determine if your company is ready, and how to position yourself for success.



### **Help you register in the proper places.**

There are numerous databases to register with to get involved with the government marketplace, including the Department of Defense's Central Contractor Registration (CCR), GSA Schedules, and other government vendor sites.

### **See if you are eligible in any small business certifications.**

Some government contracts are set aside for certain businesses that have special certifications, such as woman-owned, minority-owned, and HUBZone. A PTAC representative can help you obtain these certifications, if you are eligible, allowing for more government contract opportunities.

### **Research past contract opportunities.**

A PTAC representative can look into past contracts, to see what types of contracts have been awarded to businesses like yours.

In addition, a PTAC can help you identify and bid on a contract, and if you are awarded the contract, continue to provide you support through measuring your performance and helping with your contract audits.

Maine PTAC is housed at EMDC and has trained counselors located throughout the state. If you are interested in learning more about government contracting and whether it is a good fit for your business, please contact us at [maineptac@emdc.org](mailto:maineptac@emdc.org).

Thanks to [www.sba.gov](http://www.sba.gov) for some of the content of this article.