



## Veteran's Guide to Successfully Selling to the Government

### New Small Business Owners

- Talk with other small business owners and attend business start-up education opportunities. A great first step would be Maine's Small Business Development Center: [www.mainesbdc.org](http://www.mainesbdc.org).
- Write a business plan and subscribe to trade publications applicable to your business.
- Seek legal advice to determine your company's legal entity, i.e., sole proprietor, partnership, LLC, corp., etc.
- Obtain an EIN (Employer Identification Number): [www.irs.gov/businesses/small/article/0,,id=97860,00.html](http://www.irs.gov/businesses/small/article/0,,id=97860,00.html).

### Registrations (Once you've Started your Company)

- Register with Maine PTAC (Procurement Technical Assistance Center): [www.MainePTAC.org](http://www.MainePTAC.org).
- Determine your company's NAICS (North American Industry Classification System) codes at [www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html) and if your company is considered a "small" business at: [www.sba.gov/content/small-business-size-standards](http://www.sba.gov/content/small-business-size-standards).
- Obtain a DUNS number by calling Dunn and Bradstreet at **(800) 526-9018**.
- Determine your company's small business classification: SDVOB, VOB, 8A, SDB, WOB, HUBZone (*Piscataquis and Washington counties*).
- Register in SAM (System for Award Management) at [www.sam.gov](http://www.sam.gov). Follow directions to retrieve and keep a record of your MPIN (Marketing Personal ID Number).
- If you are a veteran visit and apply at the Center for Verification and Evaluation (CVE) for veterans in business: [www.vetbiz.gov](http://www.vetbiz.gov).
- Register with the State of Maine: [www.maine.gov/osc/accounting/vendor.shtml](http://www.maine.gov/osc/accounting/vendor.shtml).
- If applicable, pursue a GSA (General Services Administration) schedule: [www.gsa.gov](http://www.gsa.gov).

### Identifying Government Opportunities

- Work with the Maine PTAC to determine which agencies and companies are likely to buy your products/services.
- With the assistance of the Maine PTAC, develop the search criteria for the BidMatch service profile.
- Research opportunities at Portsmouth Naval Shipyard, SUPSHIP Bath, Togus Veterans Hospital, Army Corps of Engineers, Maine Air National Guard, Maine Army National Guard Camp, and other federal offices in Maine.
- Review State of Maine business opportunities: <http://www.maine.gov/portal/business/vendors.html>.
- Contact appropriate OSDBU (Office of Small and Disadvantaged Business Utilization) offices: <http://www.osdbu.gov>.

### Networking

- Target 5-10 potential government customers and thoroughly research their needs.
- Start discussions with primes about your company's ability to solve their problems and meet their needs.
- Develop a capabilities statement, line card, brochures, and a presentation.
- Attend and work trade shows.
- Ask for referrals.

### Proposals

- Research other proposals to use as a template.
- Submit proposals and follow-up on leads.
- Count "no's" as learning opportunities; request a debriefing; ask why you didn't get the job to prepare better for the next time.
- When you get a yes, perform the job in a professional and timely manner.

### Contact

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