

Road to Government Marketing Success:

My business must...

1. Offer a product/service that government agencies purchase.
2. Have the capabilities and capacity to effectively market our products/services to government purchasers and perform per government requirements.
3. Take the time to conduct market research (using tools like the Federal Procurement Data System, SAM, and GSA eLibrary), develop a marketing plan and implementation strategy and implement the marketing plan, including updating the plan as necessary.
4. Consider whether our company's capabilities are a fit to compete for prime or subcontract opportunities and if teaming might be a good way forward to achieve success.
5. Not assume that government opportunities will find our business, and we understand the need to actively market our business capabilities.
6. Reads our Maine PTAC BidMatch results on a daily basis and work with our Maine PTAC Counselor to update/revise our BidMatch profile from time to time to assure that the profile meets the business's evolving government marketing strategy.
7. Follow up on leads generated through BidMatch and other sources.
8. Submit bids in response to solicitations for products/services that meet the company's capabilities and capacity, and request a debriefing after bid award whether or not we receive the contract.
9. Complete and/or update all necessary registrations, as applicable: SAM; SBA Small Business Supplemental Pages (for SAM Dynamic Small Business Search – DSBS); State of Maine Advantage ME Vendor Self Service (VSS) System and other state purchasing sites; Center for Veterans' Enterprise, etc.
10. Take advantage of on-line training resources such as Maine PTAC workshops and on-line training offered by other entities like the SBA, SBDC and GSA
11. Have an up-to-date business Capability Statement.
12. Attend Maine PTAC training and networking events: workshops, matchmakers, industry days.
13. Take advantage of opportunities to network with other businesses.
14. Perform a contract on time, on budget and in compliance with all applicable standards/requirements.
15. Seek the assistance of our Maine PTAC counselor if we have any questions about government contracting and work with our Maine PTAC counselor on an on-going basis to take advantage of all resources to position our business for government contracting success.

Detours from Government Marketing Success:

My business does not...

1. Offer a product/service that government agencies do not purchase.
2. Have the capabilities and capacity to effectively market our products/services to government purchasers and perform per government requirements.
3. Take the time to conduct market research (using tools like the Federal Procurement Data System, SAM, and GSA eLibrary), develop a marketing plan and implementation strategy and implement the marketing plan, including updating the plan as necessary.
4. Consider whether our company's capabilities are a fit to compete for prime or subcontract opportunities and if teaming might be a good way forward to achieve success.
5. Assume that government opportunities will find our business, does not understand the need to actively market our business capabilities.
6. Read our Maine PTAC BidMatch results on a daily basis or work with our Maine PTAC Counselor to update/revise our BidMatch profile from time to time to assure that it meets the business's evolving government marketing strategy.
7. Follow up on leads generated through bid match and other sources.
8. Submit bids in response to solicitations for products/services that meet the company's capabilities and capacity and we do not request a debriefing after a bid award whether or not we receive the contract.
9. Complete and/or update all necessary registrations, as applicable: SAM; SBA Small Business Supplemental Pages (for SAM Dynamic Small Business Search – DSBS); State of Maine Advantage ME Vendor Self Service (VSS) System and other state purchasing sites; Center for Veterans' Enterprise.
10. Take advantage of on-line training resources such as Maine PTAC workshops and on-line training offered by other entities like the SBA, SBDC and GSA.
11. Have an up-to-date Capability Statement.
12. Attend Maine PTAC training and networking events: workshops, matchmakers, industry days.
13. Take advantage of opportunities to network with other businesses.
14. Perform on time, on budget and in compliance with all applicable standards/requirements.
15. Seek the assistance of our Maine PTAC counselor if we have any questions about government contracting and fail to work with our Maine PTAC counselor on an on-going basis to take advantage of all resources to position our business for government contracting success.