Successful Marketing Tactics for Government Contracts

Beth Goldstein

Gloria Berthold Larkin

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Beth Goldstein

- President, Sales & Marketing Consultant

- Entrepreneurship Educator

- Author and Trainer on Small Business Growth

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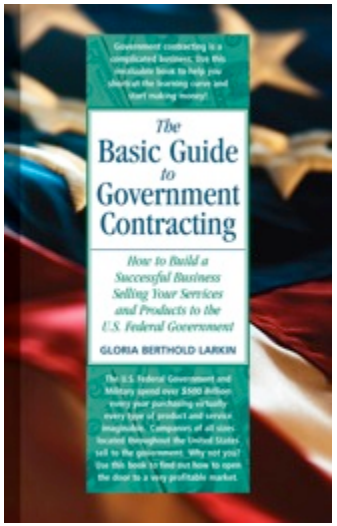
Gloria Berthold Larkin

- President

- Federal Business Development expert, recently quoted in the *Wall Street Journal* and TheStreet.com

- -Author of *The Basic Guide to Government Contracting: How to Build a Successful Business Selling Your Products and Services to the U.S. Federal Government*



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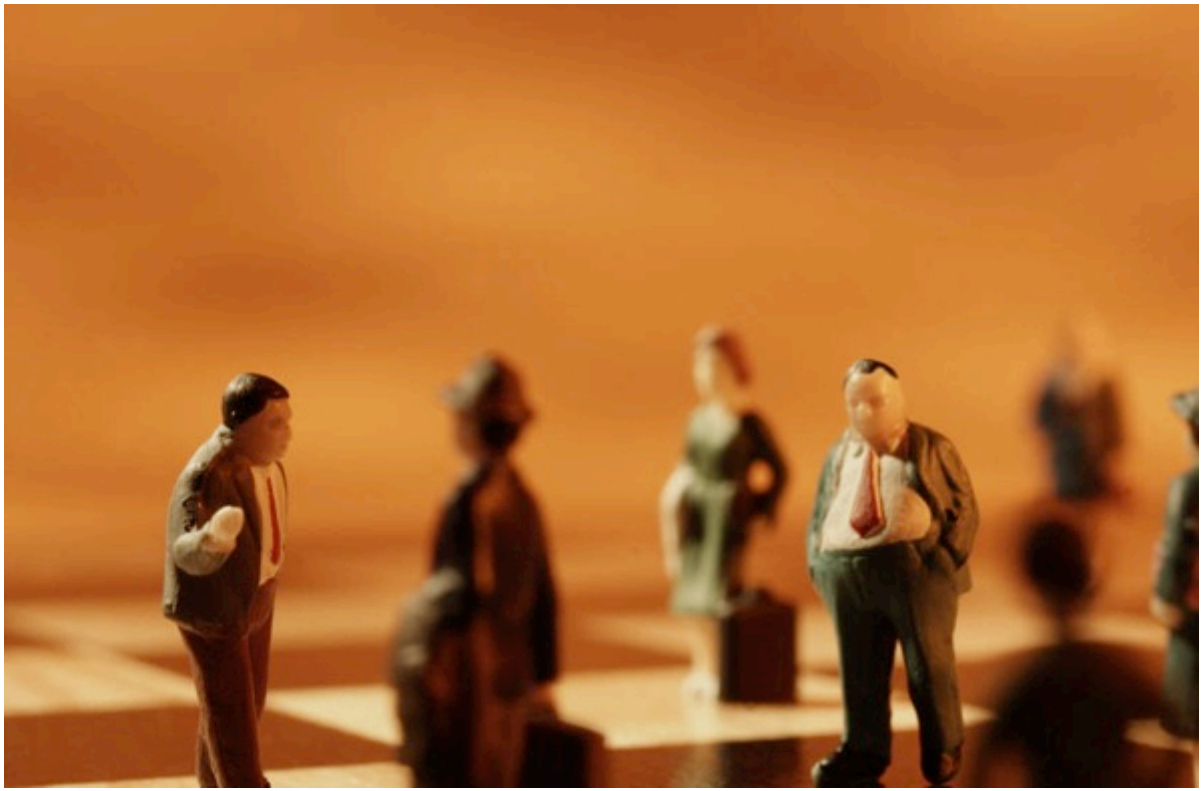
Today's Agenda

- ✓ Identifying Customer Needs
- ✓ Pitching Your Brand
- ✓ Specific Federal Contracting Branding Tools
- ✓ Beat the Rush: Before the RFP is Issued
- ✓ Mistakes to Avoid

Your Business

- Just You!
- 2 – 50
- 51 – 500
- > 500



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What's a Brand?

ENRON

LOCKHEED MARTIN

SAIC
From Science to Solutions

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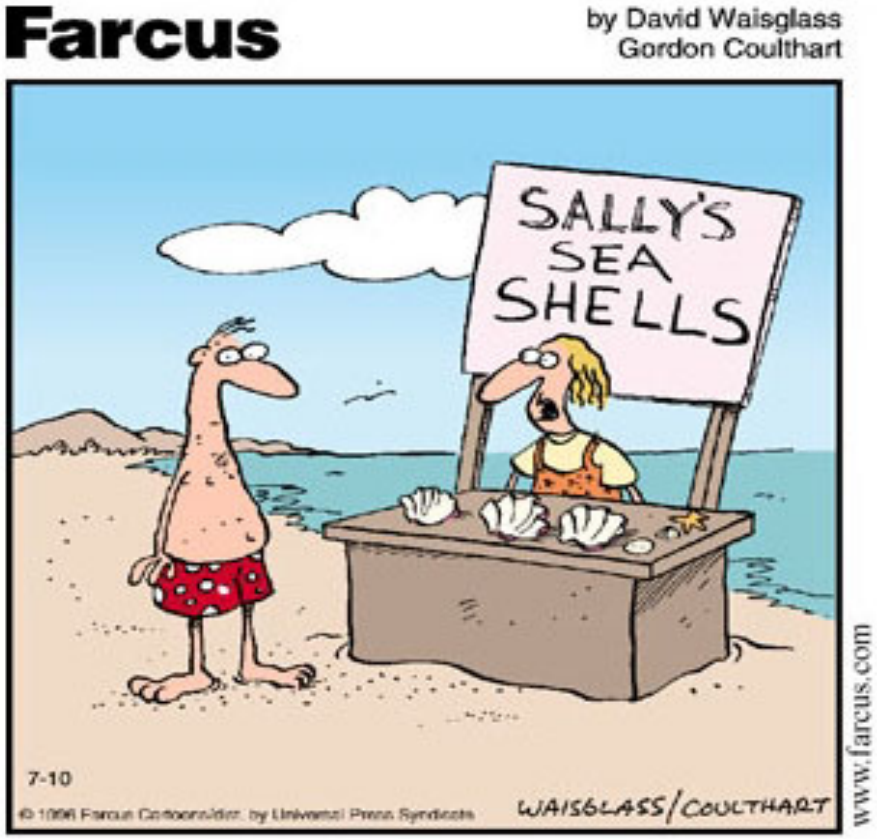
How Do You Introduce Your Brand?



"It's hard to say what I do."

What's Your Elevator Pitch?

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Your Brand MUST Align with Customer Needs, Values & Perceptions

- Your BRAND is your **value to your customers**
- What is the one need that you solve for your customers better than others?
- How do you:
  - Confirm this?
  - Prove/demonstrate this?

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Research Is Critical

"Sorry, Chris, our market research tells us that most people prefer it remain flat."

How Many of You ASK Your Customers or Prospects WHY they buy from YOU?

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What Do You Need to Know?

- ✓ Who are they?
- ✓ What influences purchases?
- ✓ When they buy?
- ✓ Why they buy?
- ✓ **Where they gather data?**
- ✓ **How they find YOU?**

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What You Need to Understand

Customer Needs = Profiles

- Pain
- Challenges
- Demographics
- Spending Patterns
- Psychographics

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Business & Agency Demographics

- Minimal Knowledge
  - ✓Sectors they Serve
  - ✓Key decision-makers
  - ✓Organization size
  - ✓Services/Products purchased

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Psychographics

When they think of YOUR company, what words or impression comes to mind? …Rorschach test

How is this influenced by their own…

- Attitudes?
- Values?

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Business Cycle

- Stage of Organization's Growth
- Influence and Power
- Regulatory Activities
- Decision-Maker's Career Goals
- Federal Budget

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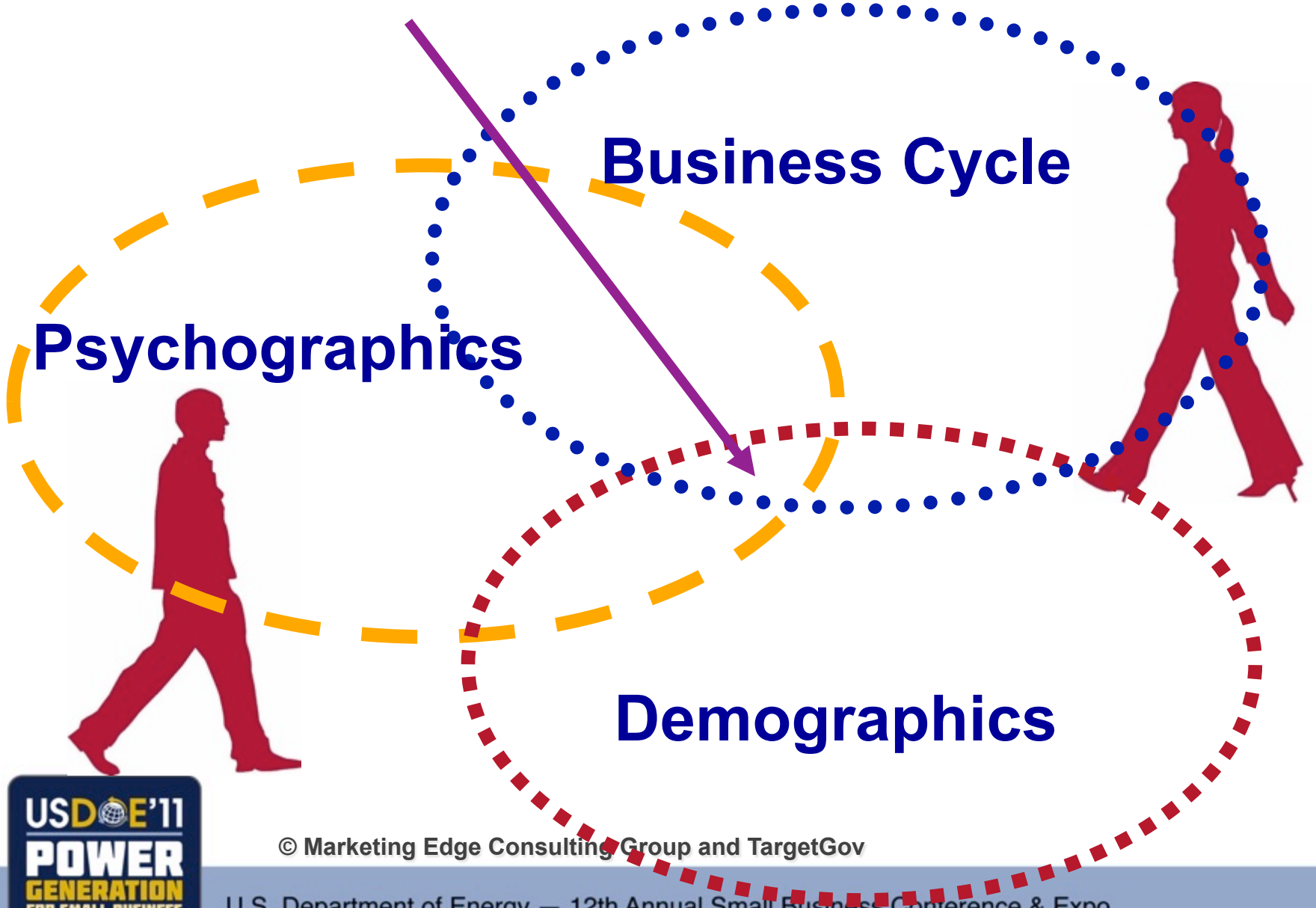
Maximum Customer Brand Value



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Tools @ Your Finger Tips

- ✓ Surveys
- ✓ Interviews
- ✓ Focus Groups
- ✓ Customer Advisory Groups
- ✓ Exit Interviews

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What do you do with your message once you define your value?

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Consistently Reinforce Your Message

In Person

- You
- Your team
- Salespeople
- Customer Service
- Your Partners

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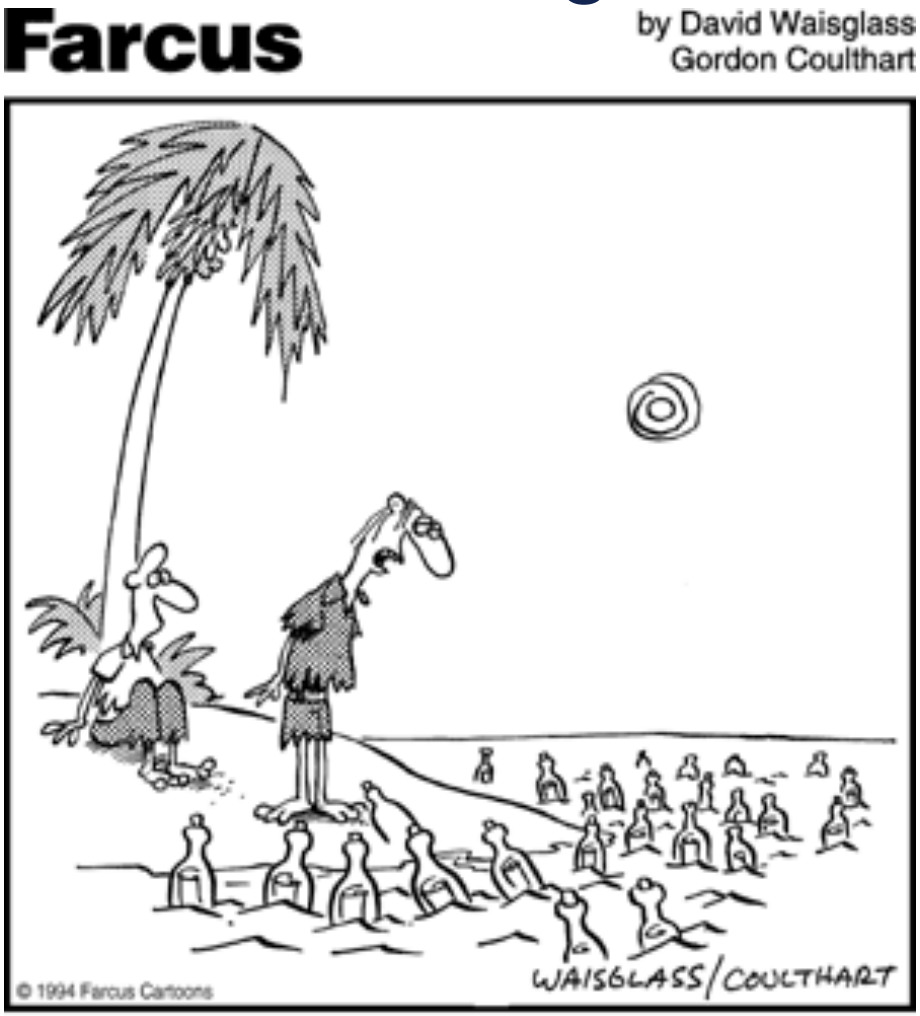
Traditional Marketing

- Brochures
- Fact sheets
- Direct mail
- Public relations
- Advertising
- Articles



"We must be on a mailing list."

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Less Personal… More Virtual Networks

- Website
- E-mail
- Podcasts
- Webinars
- E-mail Newsletter
- Online advertising
- Online Social Networks

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Communities You DON'T Control

- Bloggers
- Online Industry Communities
- Online Review Sites

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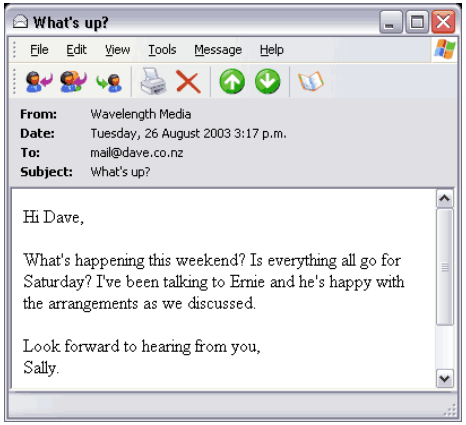
Different Approaches for Different Generations

- Google Generation - Born after 1990: <21
- Gen Y/Millennials - Born 1981 – 1990: 21-30 yrs
- Gen X - Born 1965 -1980: 31 - 46 yrs
- Boomers - Born 1946-1964: 47 - 65 yrs
- Mature Citizens – Born before 1946: >65



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Networking Opportunities

- Solid Handshake
- Solid eye contact
- Bring business cards
- Wear name tag on RIGHT
- Food and drink—have your right hand free

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It Doesn't End When the Event Ends

- Send articles of interest
- Invite to events as your guest
- Extend an offer
- Send your newsletter
- Look for opportunities to introduce them to others

Tips from Marketing Edge Consulting Group

Small Business Survival Tips

March 2011

www.m-edge.com

Dear Beth
Lately I've been wondering why so many smart business owners make glaring, easily avoidable mistakes and decisions that impact their companies' success.

This month's issue is about how to avoid those errors to ensure your business continues to grow.

Beth Goldstein

IN THIS ISSUE

Missing the Elephant in the Room

How to Clear Up Your Vision

Missing the Elephant in the Room

Let's talk about mistakes that, in hindsight, should clearly have been avoided. You know, those errors that make us crazy because after we recognize them, they seem sooo obvious. How easy is it to miss the forest because you're concentrating on the trees, the flowers and the grass? I fear way too easy or we wouldn't each have a few war stories to share about how we made these incredibly insane mistakes... and promise to never go down that road again.

I've been working with an educational institution for the past few months to help them create a communications plan. The staff, as well as their board are quite impressive, yet they have been deploying a marketing tactic that makes very little sense yet they continue using it. Here's some background. I conducted a survey of their customers (parents) asking them basic marketing questions ranging from perceived value to how they discovered the school. This survey

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How do you introduce your brand & prevent this reaction?

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Your Elevator Pitch

- ✓ Your name, company and role
- ✓ A **brief** but compelling statement about your product's or service's **value or benefit** as it **relates** to this person
- ✓ A concise description of your product
- ✓ A statement that **reinforces your credibility – offers proof of your unique expertise** OR
- ✓ A statement about what makes your **product or service unique**
- ✓ Your personal **energy and passion**

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Observe a Pitch in Action

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Successful Marketing Tactics For Government Contracts

- ✓ Target Government Agencies That Care About YOUR Brand
- ✓ Specific Federal Contracting Branding Tools
- ✓ Beat the Rush: Before the RFP is Issued
- ✓ Avoid These Mistakes

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Target Government Agencies That Care About YOUR Brand

- Does the DOE buy what you sell?
- What federal agencies/military do?
- Will they value your differentiators?
- Do you have the vehicle they use?
- Do you know the layers of decision-makers?
- Do these decision makers know you?

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Specific Federal Contracting Branding Tools

- Complete registrations: CCR, SBDS, ORCA, PPIRS, agency and prime databases
- A powerful one page Capability Statement
- Web site with a very clear federal contracting focus
- A great elevator pitch!

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Capability Statement

- Door opener or door closer
- 5 Key elements:
  1. Call it a Capability Statement
  2. Core Competencies
  3. Past Performance
  4. Differentiators
  5. Company Data

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Web Site

- Clearly branded with your logo, style
- Contract Vehicle(s)
- Core Competencies
- Past Performance
- Differentiators
- Tell the story: case studies, white papers
- No music or video!

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Beat the Rush: Before the RFP is Issued

- Three layers of decision-makers
- Know the budget, forecast
- Sources Sought notices
- Under or over $25K?
- Have the preferred contract vehicle
- Build relationships

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Avoid These Contract-Killer Mistakes

- Don’t use a generic brochure
- Don’t skip researching before reaching out
- Don’t treat the small business rep, contracting officer and program manager the same
- Don’t use AOL, gmail, Verizon or similar emails
- Don’t expect miracles!

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Complimentary Materials

- DOE Government Sales Booster Package
  - Creating a Winning Elevator Pitch
  - Capabilities Statements that Work

We'll email these as our thanks for attending our session!

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Thank you!

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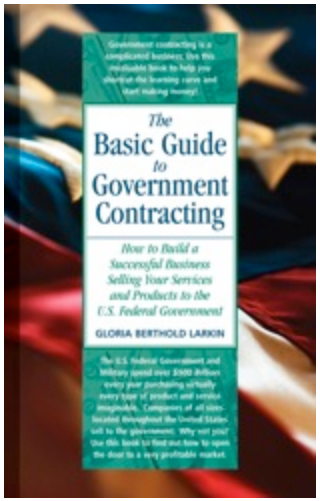
Beth Goldstein, Marketing Edge
beth@m-edge.com
Gloria Berthold-Larkin, TargetGov
glorialarkin@targetgov.com



TargetGov
Helping you sell what government buys.

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