

***MARKETING YOUR COMPANY OUTSIDE YOUR  
LOCAL AREA***

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## ❖ IDENTIFY YOUR CUSTOMER(S)

## ❖ RESEARCH YOUR CUSTOMER

- Websites
- Publications
- What Am I Looking For
  - Do They Buy What I'm Selling?
  - How Do They Buy It?
  - What About Small Business Friendly Initiatives

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## ❖ **MARKETING YOUR CUSTOMER**

- First Contact – OSDBU
- Follow Up on Research
- Show Your Knowledge of Customer
- Get Specifics
- Who is the Program Person (the real guy)
- Investigate How Much OSDBU Will Do
- Sign Up For Small Business Friendly Initiatives

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## ❖ **MARKETING TO THE REAL GUY**

- Get in Front of Him
- Tell Her Who You Are
- Tell Him What You Want
- Tell Her Why You're the Best Company to Have It
- Ask Him for Advice on Getting It

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## ❖ **TARGETING A PROCUREMENT**

- A Prime Contract
- A Subcontract
- Use Your Assets
- Do Your Research
- Evaluate Your Shot

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## ❖ **COMPETING FOR THE REQUIREMENT**

- The Proposal
- The Debriefing
- What to do if You Win
- What to do While Performing
- The Closeout
- Leveraging the Experience

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## CONTACT INFORMATION

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