



Unlimited Services Systems Management and Consultants

## WHO SHOULD ATTEND THE REAL TRUTH: SELLING TO THE FEDERAL GOVERNMENT?



Small businesses that wish to successfully do business with the Federal Government and **don't know how** and **don't know where to start**. Small businesses that need to know more about the plight of the new administration and how they should prepare to do business to meet the new needs and challenges.

- Are you really ready to do business with the Federal government? Are you proactive or reactive? Is it Time for a change?
- If you do not know how to make it in these difficult times and just don't understand the **continuing resolution**.
- Have you even started your business? Do you know who to talk to in the federal government about getting a contract?
- Are you prepared if you get a contract? If you have been in business for a long time are you ready to take your business to the next level?
- Do you know the difference between a strategic plan and a business plan? When is the last time you updated your business plan?
- Do you have a product development and research arm in your company? Are your products and services updated?
- Do you have your 8(a)? Do you want your 8(a)? Do you have GSA Schedule? Do you understand how grants can assist your business?
- Are you diversified enough? Do you know anything about the agency that you are pursuing? Do you know how to position and leverage your business expertise? Do you understand what the SBIR and STTR is?

### TRAINING COST and LOCATION

Registration: \$ 125.00. The cost of the class is 175.00 day of the actual class.

- Limited Seating
- Includes Lunch/Materials

USSMC, LLC.  
9701 Apollo Drive  
Suite 200  
Largo, Maryland 20774  
(301) 322-2247

**You will be trained by a Former National SBA Trainer with over 23 years of experience as a Management Consultant and who has trained over 10,000 small businesses throughout the United States**

For Directions visit the website at [www.ussmc.com](http://www.ussmc.com)

Registrations can be completed on line

Faxed to 301-322-8761

Emailed to [wgrobinson@ussmc.com](mailto:wgrobinson@ussmc.com) or [ussmc1@ussmc.com](mailto:ussmc1@ussmc.com)

You will receive a confirmation and payment-processing information after your registration is received.

Please see next class date on our website under training on our website.

## **USSMC's Training Program Approach will encompass the following:**

- Getting Started with Federal Government
- Using Federal Government Contracting To Grow Your Business
- Registering with Federal Government
- Federal Government Market Segment
- Federal Government Micro Purchase
- Federal Government Small Purchase
- Federal Government Large Purchase
- Federal Government Acquisition Team Members
- Federal Government Glossary Of Acquisition Terms
- Federal Government Method Of Contracting
- Federal Government Sealed Bidding
- Federal Government Negotiating Method Of Contracting
- Steps To A Winning Proposal
- Writing a Effective and Winning Proposal
- Keep Your Dialog Open With Key Federal Government Officials
- Differentiate Yourself From Competition
- Identify Your Team Players and Understand their Strengths
- Identify Your Niche to Federal Government
- Get Started Planning Early
- Acquire the Organizational Structure Chart
- Understanding the Culture of Federal Government
- Federal Government Overview
- The Initiatives of Federal Government
- Procurement Process of Federal Government
- The OSDDBU and the Small Business Specialist
- Federal Government Development and Marketing /Business Management
- Apply a Unique Marketing Approach to Federal Government
- Federal Government Strategic Planning
- Federal Government Directed Source Procurements
- Federal Government Teaming Agreements and Leveraging in Subcontracting
- The Importance of Sound Finance and Contracts Administration
- Make sure your financial system meets Federal Government Requirements
- Federal Government Task Management, Project Tasking and Contract Management
- Federal Government Audit Preparation
- Federal Government Business Reengineering
- Federal Government Directories and References
- FAR
- Subpart 19
- The American Reinvestment Act of 2009