



Procurement Technical Assistant Center (PTAC)

helping all Minnesota businesses pursue government contracts

Government Contracting Training Series

<h2>Level 1</h2>	<p>Introduction to Government Contracting This class is for companies considering government work, just getting started, or for new employees of government contractors. Learn what the government buys in the \$518+ billion dollar marketplace, who is buying, where they advertise, and how you can become a registered and proactive government supplier.</p> <p>Research, Research, Research This class is designed to show you “how” to begin researching the government marketplace. Learn how you can use research to help you understand and better position your company in this market?</p> <p>Developing Winning Government Marketing Materials Ever wonder why you never hear back from government contacts that you handed a card or gave a brochure? Attendees should bring their current business cards, brochures and other marketing materials for review, as well as a print out of their CCR registration. Capabilities statements and past performance narratives will also be discussed.</p>
<h2>Level 2</h2>	<p>Successful Strategies for Selling to the Federal Government This three hour seminar is designed for companies that are looking for ways to really break open the federal market. Understanding certain market issues can make all the difference in being successful in selling to the federal government.</p> <p>Responding to Solicitations Every type of request has a certain “expectation” for the required response. Learn the different types of requests and the expected responses from the perspective of the agency and the offeror.</p>
<h2>Level 3</h2>	<p>GSA Schedules & More: A Business Perspective Designed for companies already working the Federal market who want to know more about the GSA Schedules program and what it can do for them. This session overviews the GSA Schedules program and covers all aspects and benefits of working with a schedule, and will provide valuable information for companies that already have a GSA Schedule, as well as those that are considering one.</p>

Additional training sessions can be found at <http://mnptac.ecenterdirect.com/Conferences.action>

For additional information: www.mnptac.org or (612) 332-6332