

WEBINAR:

Successful Strategies for Selling to the Federal Government

July 10th, 2012

2:00pm – 5:00pm EST

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MINORITY BUSINESS DEVELOPMENT AGENCY
BUSINESSCENTER
U.S. DEPARTMENT OF COMMERCE

ABOUT OUR CENTER

The MBDA Federal Procurement Center (MFPC) is located in the nation's capital to better access federal procurement officials and prime contractors throughout the region. The MFPC services minority-owned firms of all sizes with annual revenues of more than \$1 million. The MFPC is part of MBDA's nationwide services network. It is the first MBDA Business Center to focus solely on federal contracting.

DESCRIPTION:

This three-hour webinar is designed for companies that are looking for ways to substantially increase their federal market share. This session will help you to focus your marketing efforts, effectively research the market and your competition, interpret agency forecasts, find hidden and limited competition opportunities, how to effectively market and sell to agencies, get the attention of federal prime contractors and make educated bid/no bid decisions. Understanding certain market issues can make all the difference in being successful in selling to the federal government.

PRESENTER:

John Kilian is the President of Gtracts Inc., a government sales and marketing consulting firm. Mr. Kilian has over 32 years of experience providing a unique blend of government procurement and contract management expertise which he provides to companies seeking to increase sales and marketing opportunities in the Federal, State and Local government marketplaces. His expertise includes the Federal GSA Multiple Award Schedules Program, State government contracting vehicles, research, interpretation and utilization of government procurement rules and regulations (FAR, CAS, GSAR, DFARS, State Procurement Manuals), proposal development, bidding and estimating processes.

REGISTRATION INFORMATION:

To register for this event:

1. Click on the link below and choose Web RSVP under Join Events.
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