

HOW TO BECOME A GOVERNMENT CONTRACTOR

A 10-Week Email Bootcamp

Winning government contracts is a daunting prospect, but we're not going to let that stand in the way. Sign up today for our 10-week email bootcamp and we'll get you in shape for govcon success in 2021.



WEEK 1 Get your business registered on SAM.gov so you can be eligible for contract awards



WEEK 2 Create a capability statement designed to answer all the key questions government contracting professionals will ask about your business



WEEK 3 Identify your target market by researching agencies and understanding what they buy



WEEK 4 Gain insight into how to develop relationships with government professionals, and the types of personas you'll encounter in this new business journey



WEEK 5 Appreciate the importance of identifying teaming partners for subcontracting opportunities



WEEK 6 Navigate the basic government contracting process and recognize what it takes to respond to a government solicitation



WEEK 7 Take a deep dive into simplified acquisition procedures, a category of contracting opportunities that are automatically set aside for small businesses



WEEK 8 Survey government wide contracts and determine whether they're a good fit for your business



WEEK 9 Assess strategies and techniques to win your first government contract



WEEK 10 Review the best free tools in government contracting that can give your business an edge

INSTRUCTORS INCLUDE



FRANK MCNALLY
Director of Learning & Content
Development, GovShop

Frank has 18 years of government and acquisition experience and has developed and delivered courses on all phases of the acquisition lifecycle, the federal budget process, business writing, program management, and soft skill courses focused on customer service and the management of public spending.



RAJ SHARMA
Founder & CEO, GovShop

As founder of Public Spend Forum, Raj is working with leaders and stakeholders across local, state, and federal governments across the world to build practical frameworks, tools, and communities to address the most common challenges in public procurement.



BEN MCMARTIN
Managing Partner, GovShop

Ben is a nationally-recognized expert, speaker, and author in Federal procurement and non-traditional acquisition methodologies. He was instrumental in the development and implementation of defense policy and guidance for the use of Other Transaction Authorities and provided training and on-site consulting for more than 5,000 Acquisition personnel.