

How To Win At Government Contracting

Lunch & Learn

November 13, 2013

11:30 AM—1:00 PM

No Cost!

Lunch provided.

Location:

Manufacturers Resource Center

125 Goodman Drive

Bethlehem, PA 18015

GPS: +40° 35' 12", -75° 21' 3"

Learn tips and techniques that businesses can use to win government contracts. Learn how to understand the process and needs of Program Managers and Contracting Officers. Learn the rules and learn discretion, and how each influences the process. Learn the ins and outs of how to win government contracts (and others!) using the skills you will learn in this workshop. Small and medium sized businesses will be able to take away tips and strategies that they can use to increase their odds of submitting winning bids. New bidders will understand what they need to enter this huge arena. Government contracting can be confusing and you can get lost easily—Let us help you!



For Existing Bidders:

- Learn marketing techniques – connect, connect, connect.
- Learn how to can get attention before you bid.
- Learn bid submission strategies.

New Bidders:

- Learn how to develop a focused marketing strategy.
- Learn how to research your customer.
- Learn what you need to have before you bid.

Presenter:

David V. Dunn

Program Director

Government Marketing Assistance

Lehigh University, SBDC

[LinkedIn](#)

