



The Veterans

Pocket Guide To

Government

Business

Target  Gov Publishing

The Veterans Guide to Government Business

Second Edition

by Gloria Berthold

I dedicate this book to the men and women
who have served our country.
We are grateful for your service and proud of you.

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Introduction

Why Government Contracting?

Every year the U. S. Federal Government spends over 350 billion dollars purchasing goods and services from companies all over the U.S. and of all types and sizes. This budget has grown consistently and projections show that not only will this market continue to grow; it will also be a very lucrative market for those business people who understand the marketplace, can work within the federal guidelines and know how to find new business opportunities.

Why would you want to consider the Federal Government as a potential customer? Would you like to win some of those million dollar contracts? Successful government contractors are your best source for this answer. They know that the Federal Government:

- ✓ Spend billions with companies all over the United States
- ✓ Will always need to buy products and services
- ✓ Will buy more every year
- ✓ Will pay the bill
- ✓ Is interested in doing business with small businesses
- ✓ Is *very* interested in doing business with veteran-owned companies

This Guide is intended to serve as a roadmap for starting a veteran-owned government contracting business. While there are many opportunities in doing business in the private sector, we are focusing on doing business with the Federal Government, the world's Fortune One customer. The Federal Government spends more purchasing services and products than any other entity in

the world, and you do not want to miss the opportunity to do business in this marketplace!

This Guide is both comprehensive and easy to use. It includes expert advice, numerous specific contacts, Internet links and supporting resources to help you, as a veteran, start and run a successful government contracting business.

Great strides have been made by veteran-owned firms to take advantage of the recent laws and programs dedicated to helping veterans and service-disabled veteran business owners win more government contracts. While there is a wealth of information and resources available to assist you, the keys to success are:

- Finding the appropriate product or service to offer
- Identifying your targeted agencies or organizations
- Understanding the federal purchasing process
- Understanding who the decision makers are and how to find them
- Making it easy to buy from you within the federal rules and regulations
- Avoiding frustration while navigating the government contracting maze

You can use this Guide as your key to success in government contracting. You will know how to bid on the multi-million dollar contracts and how to find the millions in opportunities all over the United States (and even the entire world) that never get advertised. You will learn how to find the best customers, price your products or services appropriately and make an acceptable profit.

By the end of the book, you will also know whom to contact, how to find them, how to sell to the government and ensure getting paid. We look forward to helping you plan for success!