

Business Development and Entrepreneur Training Program

The Native PTAC has developed a series of classes to be presented at various locations throughout the four state region. The objective of the program is to better prepare small business for entry into or expansion of government contracting.

We are coordinating with Northwest Indian College to have the course attendees receive continuing education credits. In addition, we are investigating a certificate program for individuals who complete all courses.

The classes will be taught on a rotating basis at multiple locations. A participant may attend any class at any location. However, in order to receive a certificate for completion, the attendee must have attended each session; not necessarily at the same location. More information on the times, locations and certificates will be available as they are developed.

Here is a brief description of the classes:

Class # 1: Introduction to Business.

A discussion of the program, overview of content, locations and explanation of training to be delivered. Brief discussion of Government procurement processes and expectations. Instructor will help define a business plan and discuss its importance as a business tool. Will help students conduct a self-evaluation relative to being a government contractor.

Class # 2: Certifications and Registration

This class will focus on eligibility for government contracts, the “must do” and “shall do”. We will cover the various government web sites for on-line registrations. Instructor will provide live demonstration of the sites and discuss the importance of registration. Attendees will be introduced to acronyms and “government speaks” to increase their vocabulary of usage. Instructor will provide information on ‘set aside” certifications such as HUB Zone, 8a, Service Disabled and DBE.

Class # 3: Financing and Bonding

Attendees will be provided information cash flow management, pro forma, cash projections, use of lines of credit and the cost of capital. Instructor will discuss various accounting methods and the requirement for outside audits. The instructor will lead a discussion on bonding sources, wrap around bonding and bonding waivers.

Class # 4: Marketing

This class will focus on selling your goods or services. Marketing is much more than “selling”. How to reach potential clients, how to develop a competitive edge, how to position your company success. How to develop brand/customer loyalty. Instructor will cover various models of marketing.

Class # 5: Networking

Attendees will learn how to network effectively; use of conferences and trades shows, how to leverage trade associations and other social networks. This class will have visiting business owners to discuss their history of success and share information on creating or expanding a business network.

Class # 6: Solicitations—Interpretation and Response

This will be a highly focused class reviewing each section of a typical federal contract. The instructor will provide information on how to analyze each section, how to evaluate the offering, which section may take more time, and evaluation criteria. Instructor will provide information on how to develop a response; timeliness, presentation, completeness and responsiveness. Does your proposal address ALL of the issues of the solicitation?

Class # 7: Use of Technology

Instructor will discuss advantages and disadvantages of the technology age. Is the government moving to a completely “paperless” process? How do you access, store, retrieve and share information. How is it archived? Instructor will discuss the use of tele-conferences versus face-to-face meetings. Secure transmissions versus overnight express delivery. Instructor will also discuss the use of social networks as a business tool.

Class # 8: Government Contracting 101.

This course will go into detail of how the government develops and issues a solicitation, how attendees have to be in position to receive and respond to information and how to gain access to advance information. The instructor will provide information on links to other resources and summarize the main points of the eight classes.