



STEPHANIE SPEAKING, LLC

INSPIRE • IMPACT • INFORM

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MONTHLY NAVIGATION SESSIONS:

(includes four (4) 1 HOUR sessions per month + 4 monthly Q&A emails)

- Preliminary SWOT analysis
- Defining your niche market and client attraction strategies
- Completing appropriate registrations per client's marketplace, i.e. Federal Government registrations: Dunn & Bradstreet, SAM, SBA Profile and DPMC contractor classification or State and public agencies and corporate vendor registrations, classification or pre-qualification and/or diversity certifications;
- Navigating the web to identify contract opportunities and helpful websites for procurement opportunities
- Signing up on various websites to receive electronic RFP notifications
- Developing a strategic diversity certification strategy
- Developing a target-market focused approach for promoting your business; e.g. identifying events, conferences, industry days, matchmakers, procurement contacts, appropriate membership organizations etc.
- Expanding referral contact database
- Procurement/Certification website navigation
- Completing various socio-economic disadvantage/diversity certifications if applicable
- Incorporating diversity certifications into your marketing tool-kit
- Instruction regarding various contracting vehicles
- e-Procurement sites
- Researching the markets for your products and services