



GOVERNMENT MARKETS: YOUR NEXT SALE



INSTRUCTED BY
Wiggs Mendoza, President
Green Coalition of San Jacinto Valley



In addition to his work with the Green Coalition, Wiggs administers the roundtable coaching program of MWD's Small Business Program, where both new and existing businesses learn fundamental strategies in government contracting. His efforts had resulted to contracts won by small businesses from numerous government agencies in the region. His advocacy and work with small businesses has led to numerous acknowledgements including a U.S Congressional resolution, California State Assembly recognition, Advocate of the Year, Asian Business Association, Special Advocate Award from the National Association of Women in Construction and Advocate of the Year from the Filipino American Chamber of Commerce.

Anyone is capable of selling to the lucrative government market. Winning a government contract however, can be challenging, especially if you do not have a solid and informed strategy. These series of workshop will prepare you to be responsive to government solicitations and help you achieved a greater bottom line.

- 1. Discover market-proven techniques and strategies in making the next government sale.*
- 2. Learn how to respond to RFPs, FRBs and RFQs.*
- 3. Understand what it takes to form the right team in order to get the contract, along with the potential to expand your geographical market.*

Tuesday, July 12: Defeat your fears of the government market

Tuesday, July 19: Develop effective responses needed to capture government bids

Tuesday, July 26: Form Joint Ventures or strategic alliances to win contracts

All workshops start at 6:00 pm and will be held at the San Jacinto Community Center at 625 South Pico Street San Jacinto CA

The program is free, but registration is required. Register with Jan Catron at jcatron@sanjacintoca.us or call (951) 537-6354

Free Workshop