

Next Step Marketing

Tips to Becoming A Successful State Supplier

Purpose: This marketing section will provide useful information and advice to help prospective and current suppliers achieve success throughout the State contracting process.

Before Winning a Statewide Contract...

Take advantage of one-shot opportunities. Like any business, state entities can have unanticipated needs for products and services. As long as the need is less than the \$5,000/year limit, a state entity can hire an organization for the job without creating a solicitation event. Such scenarios occur frequently among our customers and they are golden opportunities for the savvy supplier, who is willing and able to maintain communication with targeted state entities. So whether it is during a random sales call or a chance encounter at a trades show, always inquire about small projects on the horizon. By taking advantage of the moment, you are setting the foundation for future relationships down the line.

Encourage Use of Your Statewide Contract...

Help your benefits make sense to your customers. It is easy to claim you are better than your competition (everyone does it). Once you have landed a statewide contract, often that is when the real work begins. State entities are creatures of habit, which means we (DOAS and suppliers) have to work to overcome knowledge gaps to create comfort and compliance. So while you may be on a mandatory statewide contract, it is imperative that you take the time to demonstrate what you bring to the table. Don't just say you are the low-cost supplier—show state entities with actual dollars-and-cents examples. Similarly, if you want to promote your services, give specifics about how you are set for the task. And don't worry, we will be doing our part to inform state entities as well—we succeed when you succeed.

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Thank you for your partnership with the State of Georgia!