

Business Etiquette 101



Agenda

- Positioning your Business
- Communication
- Business Etiquette
- Meeting Etiquette
- Success Strategies
- Contracting in the Private Sector
- Doing Business with Prince George's County Government
- Doing Business with the Federal Government



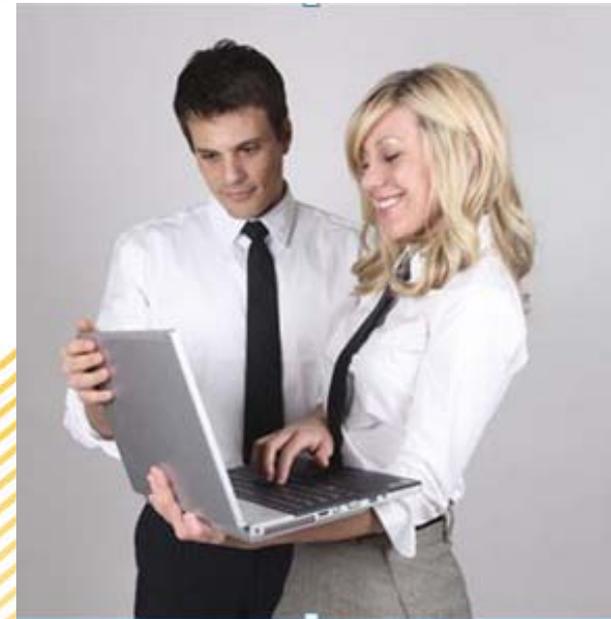
Positioning Your Business to Succeed

- Internet presence (website)
- Develop Business Plan
- Obtain Business Insurance
- Develop Marketing Materials
- Electronic Data Interchange (EDI)
- Electronic Funds Transfer (EFT)
- Financially Sound
- Resources



Positioning Your Business To Succeed

- Obtain Taxpayers Identification Number (TIN)
- Obtain Data Universal Numbering System (DUNS)
 - Phone: (866) 472-7362
 - E-mail: sbsSupport@dnb.com
- Obtain Appropriate Certifications and Licenses
- Register in Prince George's County Vendor/MBE Online Application <http://egov.co.pg.md.us.Mbeapp>



Positioning Your Business To Succeed

Additional Requirements for Contracting Opportunities in the Federal Sector

- Register in Central Contractor's Registration (CCR)
- Complete Profile in Online Representation and Certifications Application (ORCA)
www.bpn.gov/orca
- Know your North American Industry Classification System (NAICS) Codes
- Accept the Government's Purchase Card



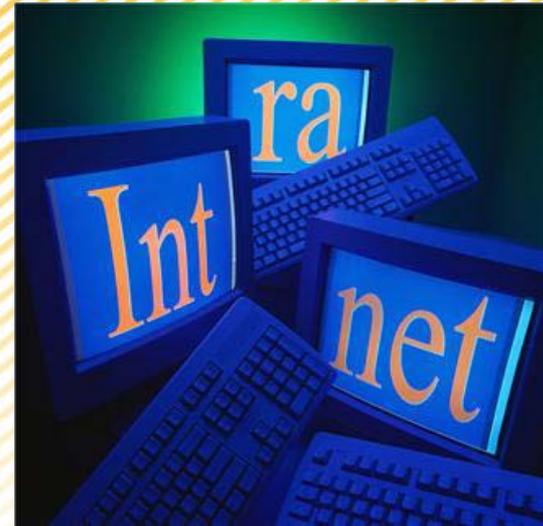
Standing Out Among Your Peers

- Website should consist of your company name as the domain name (e.g., www.microsoft.com, not www.sites.google.com/microsoft)
- Website should include:
 - Client list/portfolio
 - Photo gallery
 - Key personnel
 - Mission and Vision statement
 - Contact information
- E-mail address should include company name (e.g., mdjackson@microsoft.com, not mdjackson@aol.com). Purchased domains usually include customizable e-mail addresses.



Standing Out Among Your Peers

- Business Card, Brochure, Capability Statement should:
 - Represent your company
 - Clearly state products/services offered
 - List certifications and Contracting Vehicles
 - Include all pertinent information (i.e., name, phone number(s), e-mail address, business address, website)



Standing Out Among Your Peers

- Offering 'Best in Class' customer service should be your goal (be proactive rather than reactive)
- Marketing Materials should include, at a minimum:
 - Business Card
(use both sides)
 - Brochure
 - Capability Statement
 - Letterhead with matching envelopes
 - Website



Communication

- Voice Mail Messages
- Speakerphone
- E-mails
- Be Accessible
- Know when to listen
- Publicize your successes



Communication (Cont'd)

- Elevator Speech
- Oral presentations
- Maintain good records
(i.e. notes on commitments,
conversations, etc.)
- Be Responsive



Get Connected

- Look Beyond Immediate Area for opportunities
- Sponsor/Co-Sponsor events
- Target Outreach Efforts
- Attend Briefings, Pre-Bid/Post-Award Meetings
- Vendor Outreach Sessions (Monthly, Quarterly, etc)
- Conferences
- Training Sessions
- Webinars



Know What's Going On In Your Industry

- Build Alliances
- Know your “Competitors”
- Look for Partners
- Share information
- Know your reputation
- Develop pricing information
- Join a Professional Organization, Trade Association or Board, etc.



Business Etiquette 101

- Respect “other folks” time
- Respond to inquiries promptly
- Negotiate milestone deadlines that you can meet
- Ask, “Is this a good time for us to talk?” when you call a client, even if the call was scheduled in advance
- Don’t discuss race, religion or politics with your potential clients or in the workplace



Meeting Etiquette 101

- Arrive on time
- Give a firm handshake
- Bring appropriate materials to meetings, and bring enough copies (**NEVER** have your customer make copies for you.)
- Dress for the occasion (from head to toe)
- Always exhibit a professional demeanor
- Do not chew gum



Success Strategies

- Do your homework (industry, competitors, market research, etc.)
- Penetrate existing customer base
- Never stop marketing for additional business
- Consider contracts at all levels (\$\$)
- Know what programs you qualify for and become certified, if appropriate
- Learn the process, terminology, contract terms and conditions, etc.



Success Strategies (cont'd)

- Hire the right people to represent your company and market products/services
- Identify a mentor or someone who cares about your success
- Have a succession plan in place for your business
- Ask for debriefing and/or scope reviews
- Know the difference between goals and entitlement



Success Strategies (cont'd)

- Know how you are judged
- Build Relationships
- Follow up with potential clients
- Diversify your client base



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