



Marketing to Government

Learn how to sell your products or services to the Government

March 8, 2012 - 9 am to 12 pm

This introductory class describes how to:

- Decide if the government marketplace is the right customer for your company
- Understand the government customer
- Evaluate the government market
- Evaluate your capabilities
- Apply four key marketing principles to government sales
- Make contact

Presented by:



Cost:

This class is FREE. To see our complete list of free government contracting classes, go to www.TheFTC.org.

Location:

Alliance for Workforce Development, Inc.
Business and Career Network
270 County Hospital Road, Second Floor
Quincy, CA 95971

Registration:

Pre-registration is required due to limited seating.
Register online at www.TheFTC.org.
For questions, call **866.382.7822** toll-free.