



AUBURN

HARBERT COLLEGE  
OF BUSINESS

# Selling Successfully to the Government in Response to COVID-19

Wednesday, May 20, 2020

10:00 - 11:00 a.m. CST

Online Webinar

Register/Get More Information at <https://bit.ly/AUSelltoGovt>

*A very special thank you to the Alabama Small Business Development Center at Auburn University for hosting this event.*

**You've "heard" about opportunities to do business with the government in relief efforts for COVID-19 – but where do you begin? Selling to the government isn't hard but you do have to position yourself correctly to maximize your potential. If you've wondered how to get in the game, now's your chance!**

**This webinar will cover:**

- **How the government buys**
- **Where to find opportunities to sell your product or service**
- **What the GSA and CDC in particular are purchasing**
- **What registrations are required**
- **How to develop a proven marketing strategy**
- **Direct contact information for buyers**

This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. The University of Alabama Serves as the host institution.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.