



# GOVERNMENT CONTRACTING: WHO BUYS WHAT YOU SELL – A STEP BY STEP PROCESS



**DATE:**

May 28, 2020

**TIME:**

11:30 AM – 1:00 PM  
(CDT)

**LOCATION:**

Online/Webinar

**FEE:**

No Fee

Identifying who buys, how much, and how often is called “Propensity” – it helps you figure out who to target. Many consultants charge anywhere from \$3K to \$5K to do what this course will teach you in an hour. We will walk you through an extensive, step-by-step process so that you can perform this research on your own as often as you like. This webinar has basic content to support companies new to government sales and advanced content for companies that are more established in the government space.

You will learn how to:

- Identify your NAICS codes and your SBA size standards
- Quickly search USASpending.gov and locate your competitors’ pricing
- Use Microsoft Excel pivot tables following our step-by-step guidance along with the tricks we use to quickly make sense of the hundreds of thousands of fields of data.

If you’re one of those companies that know about FPDS and USASpending.gov but aren’t confident about how to filter the data, this course is for you. It will accelerate your ability to validate who buys what you sell.

Space is limited! [Click Here to Register Online](#)

Please contact Pamela Harris for more information:

205-918-8836 or [pamela.harris@ua.edu](mailto:pamela.harris@ua.edu)