

# LEVERAGING GOVERNMENT REPRESENTATIVES – A BUSINESS OWNERS PERSPECTIVE



4340 East West Highway  
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## Facts about Westover Consultants, Inc.

- WBENC-certified woman-owned small business based in Washington DC Area. Registered WOSB under SBA's new 8-M program
- Successful Government Contractor since 1984, with 27 years of exemplary past performance
- Recipient of numerous awards of excellence from SBA, NASA, DHHS, and other Federal agencies
- Services include Management Consulting in the health and education sectors, and Health Information Technology
- Small business prime contractor and subcontractor to large primes such as Booz Allen Hamilton, SAIC, Computer Sciences Corporation, Abt Associates and others

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## KEYS TO SUCCESSFULLY LEVERAGING GOVERNMENT REPRESENTATIVES TO WIN CONTRACTS



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- 1 Get to know the small business representatives in your target agencies and in the large companies you want to sub to and make sure they know and remember your company. Find ways to distinguish your company from the pack.
- 2 Find out which companies (large and small) are getting the lion's share of the work in your target agencies and determine what your "added value" is.
- 3 Respond to "Sources Sought" announcements and Requests for Information to get your name and qualifications in front of potential customers. This gives more leverage to Small Business Reps to fight for you.
- 4 Build and constantly highlight a strong past performance track record in your target agencies or similar agencies. Strong past performance is critical to winning government contracts.
- 5 Cultivate and nurture strategic partnerships and teaming relationships with companies that can help you win contracts. Vet potential partners carefully – one size does NOT always fit all!

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