

Exceptional service in the national interest



Photos placed in horizontal position
with even amount of white space
between photos and header

To replace these boxes
with images open the
slide master

Marketing 101

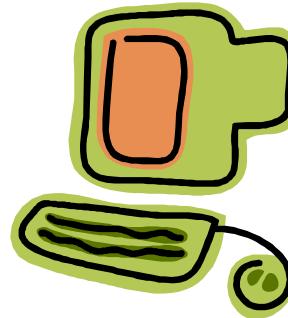
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Sandia National Laboratories
September 27, 2011



Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000.

What is the Nature of Your Business?

A Product?



A Service?



What Is Unique About Your Business?



- Do you have a product that no one else has?
- Do you provide a specialized service?
- Is your product “one or ten steps better than your competitor?
- Does your product or service solve a known problem?

Your Competition

1. How many firms supply a similar product or service?
2. What sets you apart from the competition?

Market Research



Secondary Data

Primary Data

Secondary Data

Your Industry

- NAICS Code

<http://www.census.gov/eos/www/naics/>

- Hoovers

<http://www.hoovers.com/>

- Trade Associations

- Internet

Secondary Data

Your Customer - Individual

- Consumer spending surveys
<http://www.bls.gov/bls/demographics.htm>
- Census data
<http://www.census.gov/>
- Zip code psychographics
<http://www.claritas.com/MyBestSegments/Default.jsp>

Your Customer - Business

- Business Expenses Survey
<http://www.census.gov/epcd/www/bes2002.htm>
- Economic Census
<http://www.census.gov/>
- IRS
<http://www.irs.gov/>

Primary Data

The most common methods are *observation, survey and experiment*.

These methods can be done by mailings, telephone calls, and personal interactions.



The Basics

- Select a **name** that identifies what you do
- Create a **Business Plan** (including financials)
- Obtain proper **licenses** and/or **certifications**
- Set up a **dedicated** phone line
- Set up a website and e-mail address with your
unique domain name

Marketing Your Business

- Create Business Cards
- Attend Local Business and Industry Group Meetings
- Send out Press Releases
- Create Post cards and marketing materials
- Prepare an Elevator Speech



Doing Business with the Government



- Register in Central Contractor Registration

www.ccr.gov

- Register in the Small Business Administration's "Dynamic Small Business Search" (DSBS) Engine

www.dsbs.sba.gov

- Visit with an agency Small Business Office

Look for Local Resources

SCORE – www.abqscore.org

PTAP – www.nmsbdc.org/ptap-government.html

VPAC – vpacinc.org

SBA – www.sba.gov

NMSBDC – www.nmsbdc.org

NMDVS – www.dvs.state.nm.us/vetpro.html

WESST – www.wesst.org

Q & A



Sources

www.smallbizu.org

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