



Marketing to Government

Learn how to sell your product or service to the Government

March 18, 2011 - 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:

Sierra College
Roseville Gateway Campus
333 Sunrise Boulevard, Room 607
Roseville, CA 95678

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Registration:

Pre-registration is required due to limited seating.
Register online at www.TheFTC.org.
For questions, call **916.334.9388**.

