



# HOW TO PREPARE FOR THE BUILDING BUSINESS RALLY

THURSDAY NOVEMBER 21, 2019 6PM  
NOVEMBER 23, 2019 10AM



Building Business Rally

Welcome!  
Let's Do Business!

# Facilitators



- ▶ Fayetteville Public Works Commission
  
- ▶ City-owned Water, Sewer and Electric Company

The Small Business and Technology Development Center (SBTDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration. This Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency.



# Outline

- ▶ Introductions
- ▶ What is the Building Business Rally (BBR)
- ▶ What agencies will be there
  - Government & Resource Partners
- ▶ What are the roles of the agencies participating in the BBR
- ▶ How can local businesses make the most of events like the BBR
- ▶ Next steps



# What is the BBR

- ▶ Reverse vendor event
- ▶ Turning the tables on local business
- ▶ Government agencies set up tables in order to meet you!
- ▶ Resource partners on site to assist you growing your business
- ▶ One-stop-shop for businesses to meet LOCAL GOVERNMENT AGENICES!



4<sup>th</sup> Annual Building Business Rally  
**Thursday, Jan. 30, 2020**  
2 pm - 6 pm  
Ramada Plaza - 1707 Owen Drive, Fayetteville





# What resources will be there

- ▶ Greater Fayetteville Chamber of Commerce
  - Marketing partner that will assist marketing the event to targeted industries, local members and support efforts to spread the word about the MANY business opportunities with all of our local purchasing groups.
  
- ▶ FSU Construction Resource Office
  - CRO- Contractor resources at FSU- they will host the plan room at the BBR.
  
- ▶ Cumberland County NC Works
  - Human resource solution programs for local businesses to include trades.
  
- ▶ NC Procurement Technical Assistance Center
  - The NC Procurement Technical Assistance Center (NCPTAC) office is co-located with the SBTDC office at Fayetteville State University as well and offers contracting specific assistance to business owner.
  
- ▶ Small Business & Technology Development Center
  - SBTDC program will be our lead business resource partner and will support businesses in need of business resources and referrals. They will handle the registration link and data reporting.

**BUSINESS**  
**Resource Partners**



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# What agencies will be there

- ▶ Cape Fear Valley Health
- ▶ City of Fayetteville Community & Economic Development
- ▶ City of Fayetteville Purchasing
- ▶ Cumberland County Community Development
- ▶ Cumberland County Purchasing
- ▶ Cumberland County School System
- ▶ Fayetteville Area System of Transit (FAST)
- ▶ Fayetteville PWC
- ▶ Fayetteville Dogwood Festival
- ▶ Fayetteville State University Purchasing
- ▶ Fayetteville Technical Community College
- ▶ NC DOT Division 6
- ▶ PCH Development Co., LLC (Prince Charles)
- ▶ Resolute Building Company
- ▶ Town of Hope Mills Purchasing
- ▶ Town of Spring Lake Purchasing
- ▶ Vector Fleet Maintenance (City of Fayetteville Fleet)

**LOCAL  
Government Agencies**



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# Make the most of the BBR

- ▶ Prepare
- ▶ Strategize
- ▶ Promote
- ▶ Make a Positive Impression
- ▶ Follow Up





# Make the most of the BBR

## ▶ Prepare

- What agencies will be in attendance
- What are the agencies' focus/responsibility
- What do they purchase/buy
- Practice your elevator speech
  - Effective way to explain what you can do for the agencies you are speaking to
- Is your information accurate
  - Website, Social Media, Business Cards, Flyers, Google, Certification Website...ect.
- Do you need business assistance
  - Contact SDTBC & PTAC before the BBR



# Make the most of the BBR

## ▶ Strategize

- Prioritize the agencies you know buy what you have. Speak to these tables first!
- If possible, modify your materials for your target market
- If you don't have materials, modify your elevator speech to the organization
- Who are you speaking to– ask for a business card or write their name down for follow up



# Make the most of the BBR

## ▶ Promote

- Focus on your core competency
- Know you previous/similar work experience or clients/jobs that may relate to the agency you are speaking to
- Do you hold any certifications
- This can all be summarized in a Capability Statement
  - [www.nc-ptac.org](http://www.nc-ptac.org)



# Make the most of the BBR

## ▶ Make a positive impression

- Take the opportunity to wear a shirt with your logo
- Don't forget business cards
- Practice your elevator speech with others
- Don't be afraid to ask questions:
  - Is my product / service something your agency is in need of
  - Who is the best POC for your follow up
  - Is "x" contract or opportunity coming up in 2020?



# Make the most of the BBR

## ▶ Follow up

- Vendor Applications/Registrations
  - Make it as easy as possible for agencies to locate you
- Mailing lists/E-Notify
- Other attendees
- Business resources

A banner for a 'Building Business Rally' featuring a collage of business-related images like a woman on a phone, money, and a person working. The text 'Building Business Rally' is in a blue oval at the top, and 'Welcome! Let's Do Business!' is in a white box below.

Building Business Rally

Welcome!  
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# Next Steps

- Do you need business counseling

- [www.sbtdc.org/offices/fsu/](http://www.sbtdc.org/offices/fsu/)

- Attend our other BBR workshops:

*Capability Statements & Review*

Thursday, January 9, 2020 6PM–8PM

*How to Locate Business Resources for Local Government Contracting*

Thursday, January 23, 2020 6PM–7:30PM

- Did you meet anyone today
- Tell a fellow business owner
- Keep BBR flyers at your business



A banner for a 'Building Business Rally' featuring a collage of business-related images like people, money, and documents. A white box on the banner contains the text 'Welcome! Let's Do Business!'.

# Important Links

- ▶ BBR Registration, Local Agency Purchasing Links, Workshops & Events
  - [www.faybids.com/](http://www.faybids.com/)
- ▶ Watch the on-demand webinars and read “Selling to the Government” and other resources available through the NC PTAC.
  - [www.nc-ptac.org](http://www.nc-ptac.org)
- ▶ FREE Business Counseling & Classes
  - [www.sbtcd.org/offices/fsu/](http://www.sbtcd.org/offices/fsu/)



# THANK YOU

- We appreciate your interest in doing business with your local government
- The committee wants to meet vendor needs in order to support BUILDING LOCAL BUSINESS– Your Opinion Matters! Please fill out the survey
- Spread the word!



Building Business Rally  
January 30, 2020