



Selling to the Commonwealth

The **Virginia Department of Small Business & Supplier Diversity (SBSD)** and the **Town of Bedford Economic Development Office** are working together to offer this free business development workshop.

The Commonwealth of Virginia spends billions of dollars on goods and services each year. Goods and services that you probably sell! Ask yourself, “Am I getting my share?” If your answer is “No”, then this **free** workshop is for you.

EVA, the Commonwealth’s electronic procurement portal, is one of the most powerful market research tools when selling to any state agency (including public colleges and universities). EVA can help you identify:

- Which state agencies buy what I sell?
- How much do they pay for what I sell?
- Who are my competitors / potential collaborators?
- Which of my competitors are winning these bids?
- And more!

The Commonwealth has a set-aside program that encourages state agencies to purchase goods and services from small businesses like yours. The Commonwealth has an aspirational goal of 42% of discretionary spending (does not include expenditures like rent, electricity, etc) to be spent with SWaM certified vendors. At this workshop, you’ll learn about SWaM and Micro business certifications and how they can give you a competitive advantage in the marketplace.

If you plan to grow your business with the Commonwealth, you need to attend this “Selling to the Commonwealth” workshop!

On the Agenda:

- **EVA – Identify Your Target Market**
- **What Can SWaM and Micro Business Certifications Do For You?**

Location: Bedford Library - Community Meeting Room / 321 N. Bridge Street / Bedford

Date: Wednesday, September 18, 2019

Time: 9:00 am – 12:30 pm



To register:

No fee. Advance registration is required.

Go to:

1. <https://www.sbsd.virginia.gov/business-development-and-outreach/events/>
2. Scroll down to “Central/South”;
3. Click the right arrow to the right of “August” advance to September events;
4. Scroll to “Sept. 18 Selling to the Commonwealth”; access the page and scroll down to RSVP to register

If you have questions concerning this event or difficulty registering, you should contact Randy Brown at (804) 349-5603 or randy.brown@sbsd.virginia.gov.