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Track 2: Navigating the Procurement Process Like a Pro

Session A: An Inside Look at How Public Agencies Procure

October 8, 2026

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Today's Session

- Look at how public agencies procure
- Explore how to find agencies that buy what you sell
- Share a focused strategy for choosing opportunities

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Public Procurement Lifecycle

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
• Identify the need • Plan the purchase	• Develop the Solicitation	• Advertise the opportunity	• Evaluate the Response • Select the vendor	• Award & Execute the Contract

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Develop a Targeted Contracting Strategy

- Select target agencies and services aligned with capabilities
- Record each agency's portals and assign someone to monitor
- Identify networking/outreach channels
- Decide whether to pursue contracting opportunity directly or through teaming

Key Takeaways

- Target agencies based on purchasing needs and business fit, then learn where and how they communicate opportunities
- Treat government contracting as a focused business development effort with owners and next steps

Public Procurement Lifecycle

Stage 1

- Identify the need
- Plan the purchase

Stage 2

- Develop the Solicitation

Stage 3

- Advertise the opportunity

Stage 4

- Evaluate the Response
- Select the vendor

Stage 5

- Award & Execute the Contract

Key Takeaways

- Use the solicitation's requirements and evaluation criteria to assess fit
- Is this an opportunity you can compete for and successfully perform – and how to position your business for the solicitation

Public Procurement Lifecycle

Stage 1

- Identify the need
- Plan the purchase

Stage 2

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Stage 3

- Advertise the opportunity

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- Evaluate the Response
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- Award & Execute the Contract

Key Takeaways

- Register on the agency's portal and keep your vendor contact information current
- Pay attention to due dates, pre-bid or pre-proposal meetings, addenda, question deadlines, submission instructions, and the designated contact

How to Decide: Six Decision Factors

- Strategic fit
- Eligibility and qualifications
- Capacity
- Financial requirements
- Competitive position
- Cost of pursuing the opportunity

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- Evaluate the Response
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Key Takeaways

- Understand the solicitation's evaluation criteria and any required next steps
- If asked for references, ensure they are prepared and reachable
- Monitor emails regularly for official communications from the agency

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Key Takeaways

- Prepare and submit required documents in a timely manner to the agency
- Understand the proposed terms and obligations
- Confirm approvals and authorization to begin

Summary of Key Takeaways

1. Understand how agencies buy
2. Know your market
3. Be targeted
4. Know your resources
5. Make an informed decision using the solicitation's requirements and business's capabilities

Resources, Audience Q&A & Closing

Scan the QR code to book 1-on-1 appointment with SCORE, SBDC, and PACE Business available today from 1-3pm.

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