



The Fox School of Business and Management

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**Business Owners: Are You Looking to Expand Your Client Base?
Temple Small Business Development Center Offers its Introduction to Government
Marketing Class**

PHILADELPHIA, Pa., May 14, 2008- The Introduction to Government Marketing class will be held Wednesday, May 28, 2008 from 10:00 a.m. until 12:00 p.m. at the Temple Small Business Development Center located at 1510 Cecil B. Moore Avenue, Philadelphia, PA 19121. Class costs \$15.

When looking to market your products and services, where is the one place you should turn? Try the Federal Government. They make more than 20 million sales transactions each year and spend more than \$200 billion annually on goods and services making them the largest buyer of products and services in the world. Businesses can benefit greatly when doing business with the Federal Government. But how does your company go about dealing with a customer this large?

Temple SBDC offers its Introduction to Government Marketing class to help companies take the first step to sell to federal, state and local governments. The SBDC helps companies decide whether or not government marketing is a viable route to expand their sales. They can aid companies in establishing contacts with the government, which allows businesses to directly speak to the proper people. The class will cover topics including a government marketing overview, vendor requirements and obligations, success strategies, rules of the game, tips for marketing, types of procurement and Temple PTAC services.

The Temple University Small Business Development Center (SBDC) is part of a network of university and college centers providing a wide range of services to small businesses. Established in 1983, the SBDC is part of the Temple University Fox School of Business and Management, ranked #1 in "Value for Money" among U.S. public-urban universities and the only U.S. school ranked in the top ten in all global categories by *Financial Times 2006*. For more information, please visit the Temple SBDC website at www.temple.edu/sbdc.

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