



VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE  
Connecting Businesses with Resources

[www.vastartup.org](http://www.vastartup.org)



Each and every day, Virginia agencies buy goods and services from private firms. This \$5 billion market is a must for small business owners, and/or woman owned, and/or minority owned businesses.

### ADVANCED REGISTRATION REQUIRED

The workshop is **FREE** but advanced registration is required at [www.vastartup.org](http://www.vastartup.org) or call Sandy Ratliff at the Virginia Dept. of Business Assistance at 276-676-3768.

### Bring your wireless laptop!

If you would like to get registered on eVA or learn how to run reports, bring your laptop. Wireless internet is available.

### Who should attend:

- If you need help building sales and do not know where to turn next?
- Existing eVA users who want to navigate the system to find new opportunities.
- Looking for marketing intelligence.

# Attention Roanoke County Business Owners....

# DOING BUSINESS WITH THE COMMONWEALTH: NAVIGATING & TARGETING



Thursday, April 26, 2012  
9:00 a.m.—11:00 a.m.

This is your opportunity to:

- ◊ Get your business out of business neutral
- ◊ Explore the potential to selling to state government markets
- ◊ Selling to the private sector
- ◊ Learn how to match your business to customer needs
- ◊ Get hands-on training navigating and targeting eVA

### Topics Include:

- Accessing new markets/sales growth/ getting new customers in state government markets.
- How to sell to the state, registering on eVA and get SWAM certified.
- Where to find procurement opportunities/ bids.
- How to run reports to determine product/ service markets, agency targets, competitions sales activity, and identify private sector markets.



### LOCATION

Roanoke County Administration Complex  
4th Floor Conference Room  
5204 Bernard Drive  
Roanoke, VA 24018

Register at [www.vastartup.org](http://www.vastartup.org)

