

Step-by-Step Process Overview

Phase 1: Laying the Foundation

- Intro to the program & series
- Government Contracting 101 (procurement, set-asides, primes/subs)
- What certifications are, why they matter, who issues them
- Eligibility basics
- SAM.gov registration (why it comes first, what's required)
- Choosing a NAICS code

Phase 2: Getting Documents & Registrations in Order

- What you need to apply (documents, organization)
- Document organization tips & naming conventions
- E-Verify Company ID, what it is, why needed, where used
- Team Georgia Marketplace registration (required step before certs)

Phase 3: Applying & Positioning

- Why DOT certifies DBEs (federal mandate, consistency, reciprocity)
- Why start with GDOT DBE (credibility, overlap, reciprocity)
- Strategic sequencing (GDOT → State → City/County → Federal SBA)
- Capability Statement intro (what, why, elements)
- Positioning with Primes (what primes want, being low-risk/high-trust)
- Ideal Client exercise

Phase 4: Reading Solicitations & Finding Opportunities

- Finding the right opportunities
- Bid platforms (comparison)
- How to read an RFP (Scope, Submission, Deadlines, Contacts)
- Go/No-Go decisions (time-savers, red flags)
- Prime vs Sub roles (risk vs reward)
- Common mistakes to avoid

Phase 5: Relationships & Growth

- Why relationships matter (certs get you noticed, relationships get you selected)
- Where to meet decision-makers (pre-bids, industry days, expos, webinars)
- Your event-ready toolkit (CS, business cards, cert copies, elevator pitch)
- Elevator pitch formula
- Wrap-up & growth path (tracking, compliance, renewals)

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