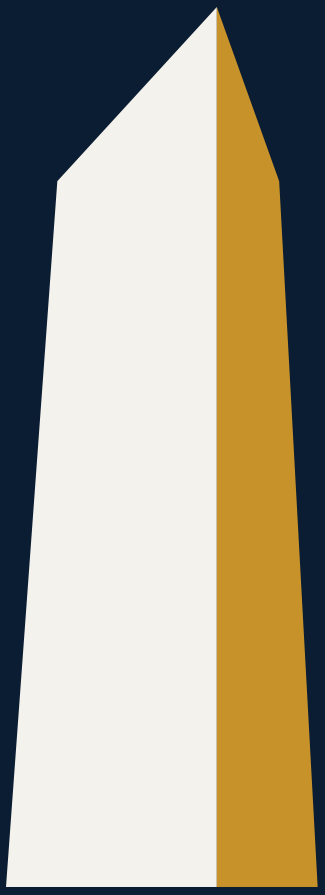
Tower Sales & Consulting

FOR BUSINESSES SELLING TO THE STATE OF CALIFORNIA

Consulting Services and Pricing

Fixed-price help with the parts of state contracting that are hard: finding your buyers, getting bids right, and keeping up with the bid board. Five services, one price each.



Tower Sales & Consulting
Carmichael, California
California Certified DVBE #2034325 | Small Business (Micro) | SDVOSB

Prices effective November 2026
916-949-9361

READ THIS FIRST

Start with what is free.

Registering as a state supplier is free. Getting certified is free. The State and its partners will help you with both at no charge. We do not sell either one as a package, and you should be careful of anyone who does.

Free help for registration and certification

RESOURCE	WHERE	WHAT IT DOES FOR YOU
Cal eProcure	caleprocure.ca.gov (855) 421-6355	Your free supplier account, with phone support for registration.
DGS certification office (OSDS)	dgs.ca.gov/PD-Certification (916) 375-4940	Free Small Business and DVBE certification, and answers about your application.
DGS consultations and classes	dgs.ca.gov/PD-SB-DVBE-Resources	Free one-on-one virtual consultations, guides and training.
APEX Accelerators	Norcal APEX Accelerator and others statewide	Free one-on-one government contracting counseling for small businesses.
Tower's Introduction to State Contracting	Ask us for a copy	Our free plain-language guide to the whole process.

What Tower charges for

The work that free resources do not do for you. Five services, one price each. No retainers and no minimums.

SERVICE	WHAT IT IS	PRICE
Market Analysis	Who in California buys what you sell, what they pay, and who to contact	**$750**
Bid Review	You prepare the bid. We check it before you submit it	**$150 per bid**
Bid Package Preparation	You give us your prices. We build the package	**$350 per bid**
Bid Desk	We watch the state bid board for your products	**$250 per month**
Hourly Consultation	Any question that does not need a package	**$125 per hour**

PART 1

Know your market

Before you spend time bidding, find out whether the State buys what you sell, who buys it, and what they pay. Then reach those buyers yourself.

Market Analysis

A written report built from the State's own purchasing records, specific to your products.

YOU GET

- ✓ Which state departments bought products like yours, and how much
- ✓ Prices paid and the suppliers who won
- ✓ Existing state contracts that already cover your category
- ✓ The buyers on record for those purchases, with the contact details the State publishes
- ✓ A plain go or no-go recommendation, and a review call

YOU PROVIDE

Your product list or catalog and your price range.

FIXED PRICE

$750

Delivered in 10 business days

You contact buyers from your own address. We do not contact them on your behalf.

A limit to know about. The analysis uses purchases that departments report to the State's purchasing system. It is the best public record available, but it is not every purchase ever made.

Why it matters. Much everyday state buying is never advertised. Buyers contact suppliers they already know. The analysis tells you which buyers those are for your products.

PART 2

Get your bids right

Good bids get rejected over paperwork: a missing form, a missing signature, the wrong unit of measure. Tower prepares complete state bid packages every working day. Pick how much of the work you want us to do.

Bid Review

You prepare the bid. We check it before it goes in.

WE CHECK

- ✓ Every required form is there, current and signed
- ✓ Prices are in the units and format the buyer asked for
- ✓ Addenda are acknowledged and your certification is active
- ✓ Your price against what the State has paid before

YOU GET

A marked-up checklist of what to fix.

PER BID

$150

Back to you within 2 business days

Tell us if your deadline is sooner.

Bid Package Preparation

You give us your prices. We build the package.

WE DO

- ✓ Complete every required state form with your information
- ✓ Enter your prices on the State's own quote form
- ✓ Assemble the package in the order the buyer asked for
- ✓ Run the full Bid Review on the finished package

YOU DO

Set your prices, sign, and submit.

PER BID

$350

Goods or simple services bids, up to 25 line items

Larger bids and scored proposals (RFPs) are quoted before we start.

> **What these do not include.** We do not set your prices, write technical proposals, or submit on your behalf. And no one can promise an award.

PART 3

Bid Desk, hourly help, and how we work

Bid Desk

New state bids post every day and many close within a week or two. We watch the bid board for your products so you stop missing them.

YOU GET

- ✓ Daily monitoring of the state bid board for your products
- ✓ A weekly shortlist with deadlines and a go or no-go note on each
- ✓ Award results on the bids you submit

PER MONTH

$250

Month to month. Cancel any time.

When you want a bid prepared or reviewed, add it at the per-bid price.

Hourly Consultation

For questions that do not need a package: registration, certification, a confusing form, a buyer's request, a first purchase order.

Registration and certification are free, and so is the State's help with them (see page 2). Book our time only if you would rather have someone who does this every day sit with you.

BY THE HOUR

$125

Billed in 30-minute increments after the first hour

How we work

- ✓ **No promises of awards.** Nobody can make them honestly.
- ✓ **You stay in control.** Your prices are yours. You sign and submit your own bids.
- ✓ **Your information stays private.** We do not share your pricing or bids.
- ✓ **No conflicts.** Tower also sells to the State. If your products overlap with ours, we will tell you before you pay anything.
- ✓ **Simple billing.** Fixed fees are due at the start. Bid Desk is billed a month in advance and you can cancel any time.

TALK TO TOWER

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Carmichael, CA 95608

916-949-9361
Sales@towersalesandconsulting.com
The first 30-minute call is free.

Prices effective November 2026 and subject to change. Tower Sales & Consulting provides business consulting, not legal advice.