



STRATEGIES IN OBTAINNING GOVERNMENT CONTRACTS

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Starting Requirements

- Know your NAICS Codes
 - North American Industrial Code System
 - Primary means of identifying requirement and company scope and capability
 - Go to <http://www.census.gov/eos/www/naics/> to find the right NAICS codes and make sure you have all of them in your CCR account
 - Must register correct and complete NAICS codes in CCR
 - Always keep this current, you can lose business if you don't

Starting Requirements

- **System for Award Management – SAM (a.k.a. Central Contractor Registration (CCR) database**
 - Must register with CCR
 - Always keep this current, you can lose business if you don't.
 - Indicate accurate and current socio-economic status
 - Pick the right NAICS codes
 - Do not leave any service/hardware out that your company can provide
 - Go to <https://www.sam.gov/index.html> to update your company's CCR registration data.
- **Online Representations And Certifications (ORCA)**
 - Register your company's current reps & certs status
 - Allows Contracting Offices to verify SB set-aside status
 - Go to <https://www.sam.gov/portal/public/SAM/> to enter your data

Required Resources

- RFP EZ

- Keep it as a “Favorite” and know this website!
 - <https://rfpez.sba.gov/>
- Easier for small businesses to sell to the Government and easier for government to buy from small businesses. RFP-EZ is a marketplace, specifically built to buy high end professional services from small businesses in the technology sector.
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- Bid on a variety of contracts today ranging from video transcription to web design to web application development.
- If you’ve never done business before, you don’t have to worry about getting on any schedules or long, cumbersome registration processes. We’ll deal with that when you become a potential awardee, and help you through the process.

Required Market Research

- Federal Procurement Data System (FPDS)
 - https://www.fpds.gov/fpdsng_cms/
 - FPDS data is a tactical & strategic market research tool:
 - Register as a “member of the public” to query live procurement data.
 - Learn how to query and sort recent procurement data.
 - Current procurement data is the foundation of showing who, what, where, when, and how the Gov’t spends the taxpayers money.

Required Market Research – Cont'd

- FPDS data provides leads:
 - Current procurement data provides U.S. Government Contracting Activity, address, and point of contact, thus providing you a starting point for your business development and marketing of your business.

Required Market Research – Cont'd

- FPDS data is value added:
 - Provides buying trends: what the Government is buying and how often.
 - Provides small business representation data. Who, what, and how many small businesses are doing business with the Federal Government.

Required Market Research – Cont'd

- FPDS data is a critical success factor:
 - You cannot ignore this valuable database, and your firm must invest the time & resources to understand how to query and interpret that data.
 - Analyzing buying trends will lead you to small business representation data. Who and how many small businesses are doing business with the Federal Government. It also will tell you what the SB community is selling to the Government.

Enhanced Market Research

- SBA's Dynamic Small Business Search (DSBS) database:
 - The SBA provides you a database for querying current vendor data specifically for small businesses
 - http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
 - Provides valuable data for who, what, and where for all registered SB set-asides, which can help in the development of partnering or teaming arrangements based on your NAICS.

Enhanced Market Research

- SBA's SubNET:
 - The SBA provides you a database for querying current subcontracting opportunities that other businesses solicit
 - Go to <http://web.sba.gov/subnet/search/index.cfm> to search by solicitation or by other key words (i.e. NAICS code, Description, etc...)
 - Subcontracting opportunities lead to the expansion of your companies capabilities

DOMESTIC GPE – FEDBIZOPPS

- Federal Business Opportunities (FBO):
 - The principal Government Point of Entry (GPE) website for soliciting industry to meet Government requirements
 - Go to <http://www.fbo.gov> to search by solicitation or by other key words (i.e. NAICS code, Description, etc...)
 - Your company must register and pick the option for receiving emails when soliciations or other contract actions are issued or awarded.



OVERSEAS GPE SITE

- Joint Contingency Contracting System (JCCS)
 - The principal Government Point of Entry (GPE) website for soliciting industry to meet overseas Government requirements
 - Go to <https://www.jccs.gov/olvr/> to search by solicitation or by other key words (i.e. NAICS code, Description, etc...)
 - Your company must register and pick the option for receiving emails when solicitations or other contract actions are issued or awarded in an overseas environment.

Know Your Gov't Networks

- The U.S. Small Business Administration:
 - The SBA provides you the ability to interact with Procurement Center Representatives (PCRs) or Commercial Market Representatives (CMRs).
 - <http://www.sba.gov/content/government-contracting-field-staff-directory>
 - PCRs focus on Prime Contracting advocacy.
 - CMRs focus on Subcontracting advocacy.
 - This network is valuable for counseling, creating strategies and match-making.

Know Your Gov't Networks

- ▶ The **SBA** provides you the ability to locate local resources to support your business with a team of experts
- ▶ Business guidance and support is crucial to increasing your odds of long-term success. Find counseling, training and business development specialists providing free and low-cost services in your area.
- ▶ **SBA Resource Partners**
[SCORE](#) | [Small Business Development Centers](#) | [Women's Business Centers](#) | [U.S. Export Assistance Centers](#) | [Veterans Business Outreach Centers](#)
- ▶ Find your local resources at:
 - <http://www.sba.gov> There is a new “google” type search tool that points to Government organization and personnel to support your company



Know Your Gov't Networks

- Department of Defense (DoD):
 - Interact with Ninety-four Procurement Technical Assistance Centers (PTACs) – with over 300 local offices – form a nationwide network of dedicated procurement professionals working to support and extend DLA's mission of providing the best value goods and services to America's Armed Forces and other government agencies.
 - PTACs are the bridge between buyer and supplier, bringing to bear their knowledge of both government contracting and the capabilities of contractors to maximize fast, reliable service to our government with better quality and at lower costs..
<http://www.dla.mil/SmallBusiness/Pages/ptap.aspx>
 - This network has grown with its own non-profit organization.
 - <http://www.aptac-us.org/new/>

Know Your Gov't Networks

- Working with your Gov't Networks will:
 - Provide opportunity to attend pre-solicitation conferences.
 - Attend match-making events:
 - At the prime contracting level
 - At the sub-contracting level
 - Attend Business Outreach events
 - Provide leads for new business

Once your Established

- Keep CCR and ORCA updated quarterly.
- Understand how the Government evaluates Past Performance (i.e. CPARS and PPIRS).
- Know your Past Performance databases and ensure the information is correct. Review your own Past Performance Information at: <http://www.ppirs.gov>

Once your Established Cont'd

- Build your toolkit for Contracting with the Federal Government:
 - Understand the Federal Acquisition Regulations and how it affects your company.
 - Track legislative changes to the Small Business Act through Congress (i.e. Small Business Jobs Act of 2010).
 - Track procurement changes to FAR Part 19 through the Federal Register.
- Seek new opportunities and/or partner with other businesses using FEDBIZOPPS: <https://www.fbo.gov/>
- Team with businesses through Subnet:
 - http://web.sba.gov/subnet/search/dsp_search_option.cfm
- Analyze FPDS procurement data for new trends in buying (i.e. Green Procurements)

Questions?

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