



Selling to the Federal Government

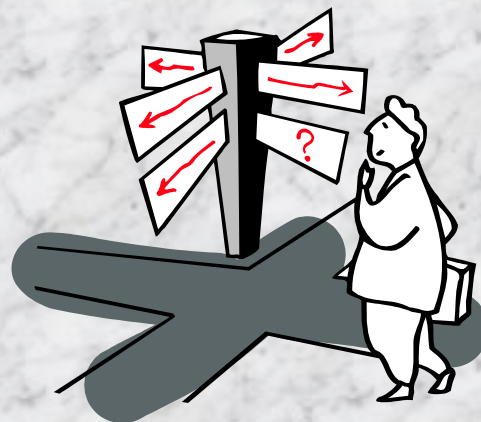
**Area II Office of
Government Contracting**

David Wm. Loines, Area Director



First Thing To Do

- Obtain a Data Universal Number System (DUNS) Number



Call D&B at **1-866-705-5711** to obtain a **free** DUNS number for federal CCR registration. The process takes about 10 minutes. Or, you can register online at:

<https://eupdate.dnb.com/requestoptions/government/ccrreg/>



Register Your Business

- **Central Contractor Registration (CCR)**

www.ccr.gov

A CCR registration worksheet is available at:

http://www.dlis.dla.mil/ccr/PDFs/central_contr_reg_form.pdf

- **Dynamic Small Business Search Registration**

When successfully registered in CCR, you're given the option to create a profile in SBA's small business database.



Know the Federal Contract Certifications

- **Self-Certifications**

 - Small Business – **NAICS Codes**

 - Woman-owned Business

 - Veteran-owned Business

 - Service Disabled Veteran-owned Business

- **Formal Certification Programs**

 - 8(a) Business Development

 - HUBZone Empowerment Contracting

 - Small Disadvantaged Business



Formal Certifications

- **Require pre-approval by the government**
 - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
 - **HUB Zone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees coming from HUB Zones.
 - **SDB** - Three-year certification for small, socially and economically disadvantaged firms eligible to receive prime and subcontract preferences.



8(a) & SDB

SBA 8(a) program

- Applies to all purchases
- Must be certified by the SBA
- Non-competitive and competitive program
- 9-year term - no renewals
- All 8(a) firms are SDBs
- Award must be made at fair market price
- FAR 19.8

SDB certification program

- Applies over \$100,000
- Must be certified by the SBA
- Competitive program
- 3-year term with renewals
- Not all SDBs are in 8(a) program
- 10 % price evaluation credit
- FAR 19.11 and 19.12



HUBZone Program

HUBZone Program

- Applies to purchases over \$2500;
- Must be certified by SBA - no term limits;
- Annual self-certification required after initial approval;
- Competitive and sole-source program benefits;
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13





Service Disabled Veteran Owned Small Businesses



■ Set-Aside

- Buys over \$2500
- “Rule of Two”
- No upward \$ limit
- Can’t consider if FSS, UNICOR, NIB/NISH, or 8(a)

■ Sole Source

- Buys over \$100,000
- Only 1 Source
- Up to \$5 M (mfg)
- Up to \$3 M (non-mfg)
- Can’t consider if FSS, UNICOR, NIB/NISH, or 8(a)



SDVOSBs



Additional Points to Remember:

- VA determines Service Disability – business size is self-determined;
- No term limits – no need to apply or reapply;
- Competitive and sole-source program benefits;
- Subcontracting and Prime Contracting goals;
- FAR 19.14



Know the Rules

- Federal Acquisition Regulations (FAR)
www.arnet.gov/far
- Subpart 8.4 – Federal Supply Schedules
- Part 13 – Simplified Acquisitions
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation





Finding Prime Contract Opportunities

- **Research Past Purchases**
 - GSA Federal Procurement Data Center
<https://www.FPDC.gov>
 - Government Purchasing and Sales Directory

- **Identify Current Procurement Opportunities**
 - Federal Business Opportunities
www.fedbizopps.gov



FedBizOpps

Identify Opportunities – Follow the Money

FedBizOpps
Federal Business Opportunities

★ **Find Business Opportunity**

★ **General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

★ **Privacy and Security Statement**

- ▶ Privacy and Security Statement

★ **FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

FedBizOpps
BUYERS

FedBizOpps
VENDORS

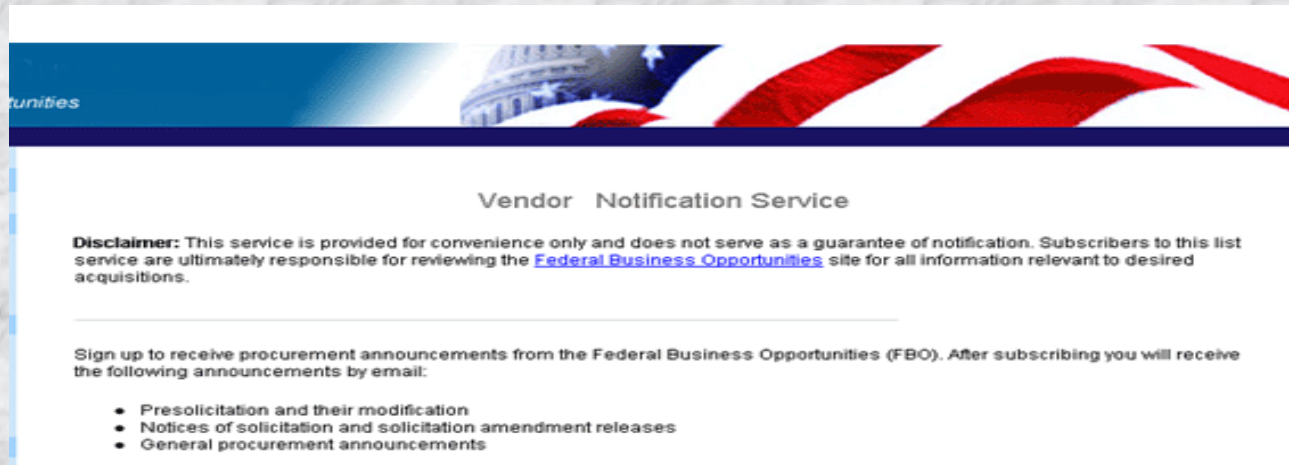
★ **Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecas
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

www.fedbizopps.gov/



FedBizOpps Notices

A screenshot of the Vendor Notification Service page. The page has a blue header with the word 'tunities' partially visible. Below the header is a banner image showing the US Capitol building and the American flag. The main content area is white and contains the following text:

Vendor Notification Service

Disclaimer: This service is provided for convenience only and does not serve as a guarantee of notification. Subscribers to this list service are ultimately responsible for reviewing the [Federal Business Opportunities](#) site for all information relevant to desired acquisitions.

Sign up to receive procurement announcements from the Federal Business Opportunities (FBO). After subscribing you will receive the following announcements by email:

- Presolicitation and their modification
- Notices of solicitation and solicitation amendment releases
- General procurement announcements

The Vendor Notification Service sends emails to alert you to synopses & modifications, but not for awards. It will not register you to receive a solicitation or place you on an interested bidders list, but gives first-hand notice of new opportunities & links to the actual posting.



FedBizOpps Sign-up

Vendors
Federal Business Opportunities

Acquisition Notification Service Subscription Form

***Disclaimer:** This service is provided for convenience only and does not serve as a guarantee of notification. Subscribers to this list service are ultimately responsible for reviewing the [Federal Business Opportunities](#) site for all information relevant to desired acquisitions.*

Your E-mail address: *(Use full email address in the form of account@mailserver; ex: testacct@aol.com)*
 ****Required****

Notes On some browsers, it may be necessary to hold down the **CONTROL**, **APPLE**, or **SHIFT** key to select multiple items
(Please choose all that apply)

Select Procurement Classification Code:

All Classcodes	▲
10 -- Weapons	▬
11 -- Nuclear ordnance	▬
12 -- Fire control equipment	▬
13 -- Ammunition & explosives	▼

Select Procurement Code, NAICS and/or Buying Activity



Finding Subcontracting Opportunities

- Subcontracting Opportunities
Directory of Large Prime Contractors
www.sba.gov/GC/indexcontacts-sbsd.html
- SUB-Net
<http://web.sba.gov/subnet>



SUB-Net

<http://web.sba.gov/subnet/>

A screenshot of the SBA SUB-Net website. On the left is a dark vertical sidebar with the SBA logo and 'SUB-Net' text, and four buttons: 'About SUB-Net', 'Search For Solicitation', 'See Award Results', and 'Post Solicitation'. The main content area features a large SBA SUB-Net logo, the text 'U.S. Small Business Administration Subcontracting Network', and links to 'Subcontracting Opportunities Directory' and 'SBA's PRO-Net'. At the bottom are links for 'DISCLAIMER' and 'Privacy Policy'.



Joint Ventures & Teams

- Investigate Joint Venture/Teaming Arrangements
 - Excluded from affiliation – 13 CFR 121.103(f)(3)
 - “bundled” requirement
 - other than a “bundled” requirement



Market Your Firm

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events



View Solicitations

- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Understand relevant purchasing regulations
- Federal Acquisition Regulations:
 - Micro-purchases (under \$2500)
 - Simplified Acquisitions (under \$100,000)
 - Bids & Proposals (over \$100,000)
- Contract clauses



Prepare Your Offer

- 3 Rules for a solicitation:
 - Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings & Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!





Contract Award

- Are you Responsive?
- Are you Responsible?
 - Pre-Award Survey: Technical capability & production capability
 - QA
 - Financial: accounts receivable, net worth, cash flow
 - Accounting System
 - System for Qualifying Suppliers
 - Packaging, Marking, Shipping





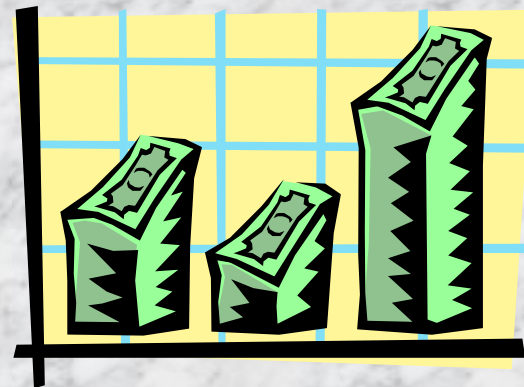
Contract Performance

- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Anticipating Final Inspection
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record



Getting Paid

- Know the paperwork process
- Keep good records
- Know your options
 - Progress payments
 - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





Seek Additional Assistance

- Procurement Technical Assistance Center (PTACs) www.dla.mil/db/procurem.htm
- Small Business Specialists
www.acq.osd.mil/sadbu/doing_business/index.htm
- Procurement Center Representatives (PCRs)
www.sba.gov/gc/contacts.html
- Commercial Marketing Representatives (CMRs) www.sba.gov/gc/contacts.html



SBA Assistance Programs

- Federal Agency Contract Goal Program
- Procurement Marketing (Dynamic Small Business Search & SUB-Net)
- Prime Contract Program (PCRs)
- Subcontract Program (CMRs)
- Certificate of Competency Program (COC)
- Size Program – NAICS Information
- E-Business Institute



E-Business Institute



ONLINE COURSES, WORKSHOPS & GUIDES



Knowledge is power! Improve your ability to compete by participating in one or more of the short, self-paced courses and workshops listed below.

▶ STARTING A BUSINESS

1. [Entrepreneurship: Starting & Managing Your Own Business](#)
2. [How to Start a Small Business](#)
3. [Self Assessment: Understanding Your Skills & Needs](#)
4. [Identify Your Target Market](#)
5. [The Business Plan](#)
6. [El Plan Commercial \(The Business Plan – Spanish\)](#)
7. [Business Plan Workshops](#)
8. [Start-up Costs Tool](#)
9. [Business Basics: Getting Started](#)

▶ BUSINESS MANAGEMENT

1. [Building Your Business](#)
2. [Business Mentoring](#)
3. [Entrepreneurship: Starting](#)

▶ FRANCHISING

1. [Franchise Directories & Evaluation](#)
2. [Is Franchising for Me?](#)
3. [IFA University](#)

▶ INTERNATIONAL TRADE

1. [Online Guide to Exporting](#)
2. [Trade Mission Online](#)
3. [A Primer on Exporting](#)
4. [International Business Opportunities](#)

▶ EMPLOYEE MANAGEMENT

1. [Benefits, Compensation & Wages](#)
2. [Employee Handbook](#)

▶ FEDERAL & STATE RESOURCES

Find online business counseling and training at:
<http://www.sba.gov/training/index.html>



ORCA Vision

ORCA, as an E-Gov Integrated Acquisition Environment (IAE) initiative, will reduce the administrative burden for contractors submitting the same information to various contracting offices and establish a common source for this information for procurement offices across the government.

<http://www.bpn.gov>



Helpful Web Sites

- DOD Small & Disadvantaged Business Utilization Office

www.acq.osd.mil/sadbu/

- Procurement and Technical Assistance Centers

www.sellingtothegovernment.net

- Small Business Development Centers

<http://www.sba.gov/sbdc/>



More Helpful Web Sites



U.S. Small Business Administration

About SBA

SBA Programs

Your Local SBA

SBA News

Subscriptions

Forms

Library

- **SBA's Home Page:** www.sba.gov
- **Government Contracting:** www.sba.gov/GC
Site includes links to all major government contracting programs discussed here plus much, much more.
- **Find a Procurement Center Representative**
www.sba.gov/GC/pcr.html



Things To Remember

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy? When do they buy?
- **KNOW THE RULES:** Federal Acquisition Regulations
Contract requirements and specifications
How to obtain Contract history
- **PERFORM AS PROMISED:** On-time delivery,
Good Quality, at a Fair Price