



**Selling to the Federal
Government**

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First Thing To Do

- Obtain a Data Universal Number System (DUNS) Number

www.dnb.com/us

- *DUNS Number can be obtained free-of-charge at time of CCR registration (see next slide)*





Register Your Business

- Central Contractor Registration Database (CCR)
 - Keep Current (Update yearly at minimum)
www.ccr.gov
- Online Representations and Certifications Application (ORCA)
<https://orca.bpn.gov/>



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

- WOSB (New Set-Aside Repository)



Formal Certifications

- **Requires SBA Approval**
 - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
 - **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.
 - ◆ **WOSB**—Can be self-certification, however, rules being developed concerning adherence to registering in approved WOSB Repository



8(a)

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



HUBZone Program

HUBZone Program

- Applies to purchases over \$3,000;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- 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





Veteran's Program



Service Disabled Veteran Owned Small Business

- Applies to purchases over \$3,000
- Self Certified on CCR
 - VA determines Service Disability
- No term limits
- 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
- Part 19 – Small Business Programs





Finding Prime Contract Opportunities

- **Research Past Purchases**
 - GSA Federal Procurement Data Center
<https://www.FPDS.gov>

- **Identify Current Procurement Opportunities**
 - Federal Business Opportunities (FBO)
www.fbo.gov



FedBizOpps

Identify Opportunities – Follow the Money



The screenshot shows the FedBizOpps website interface. At the top, there is a blue header with the text "FedBizOpps" and "Federal Business Opportunities" below it. The background of the header features a stylized American flag and the U.S. Capitol building. Below the header, the page is divided into several sections:

- Find Business Opportunity** with a "go" button.
- General Information** with links to:
 - Section 508 Vendor Notice
 - Interface Description
 - Management Responsibility
 - Frequently Asked Questions
- Privacy and Security Statement** with a link to:
 - Privacy and Security Statement
- FedBizOpps News** with a link to:
 - What's New?

The main content area contains a paragraph: "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."

Below this text are two buttons: "FedBizOpps BUYERS" and "FedBizOpps VENDORS".

On the right side, there is a **Related Links** section with the following 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/



Finding Subcontracting Opportunities

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



SUB-Net

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

The screenshot shows the SBA SUB-Net website interface. On the left is a black sidebar with the SBA logo and 'SUB-Net' in yellow. Below the logo are four orange buttons: 'About SUB-Net', 'Search For Solicitation', 'See Award Results', and 'Post Solicitation'. The main content area is white and features a large framed SBA SUB-Net logo. Below the logo, the text reads 'U.S. Small Business Administration' and 'Subcontracting Network' in green. Further down, it says 'Also see SBA's [Subcontracting Opportunities Directory](#) & [SBA's PRO-Net](#) - Procurement Marketing and Access Network'. At the bottom, there is a blue link for 'DISCLAIMER' and a yellow button for 'Privacy Policy'.



Federal Supply Schedules

- Investigate Federal Supply Schedule (FSS) Contracts
- Become a GSA schedule contractor

www.gsa.gov



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 \$3,000)
 - Simplified Acquisitions (under \$150,000)
 - Bids & Proposals (over \$150,000)
- 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
 - Quality Assurance (QA)
 - Financial: accounts receivable, net worth, cash flow
 - Accounting System
 - System for Qualifying Suppliers
 - Packaging, Marking, Shipping





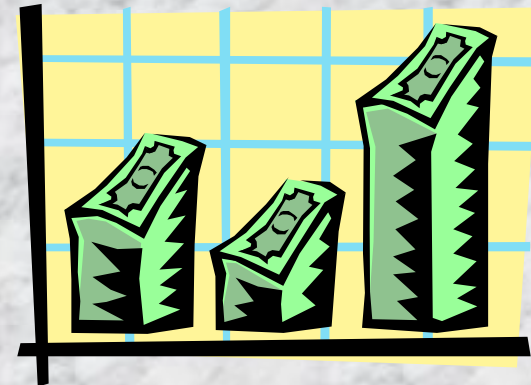
Contract Performance

- 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
- **Local District Offices and Resource Partners**
www.sba.gov
 - **Local Small Business Development Centers**
 - **SCORE** www.score.org
 - **Women's Business Development Centers**
<http://www.onlinewbc.gov/>



SBA Assistance Programs

- Federal Agency Contract Goal Program
- Procurement Marketing (FBO & SUB-Net)
- Certificate of Competency Program (COC)
- Size Program – NAICS Information
- E-Business Institute



E-Business Institute

Online Courses

National Training Events

Library

Entrepreneurial Development

Web Events

Women's Business Centers

Home

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:
www.sba.gov/training/index.html



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

www.sba.gov/sdbc/



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.



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