

Basics of Selling to the Federal Government – for the beginner

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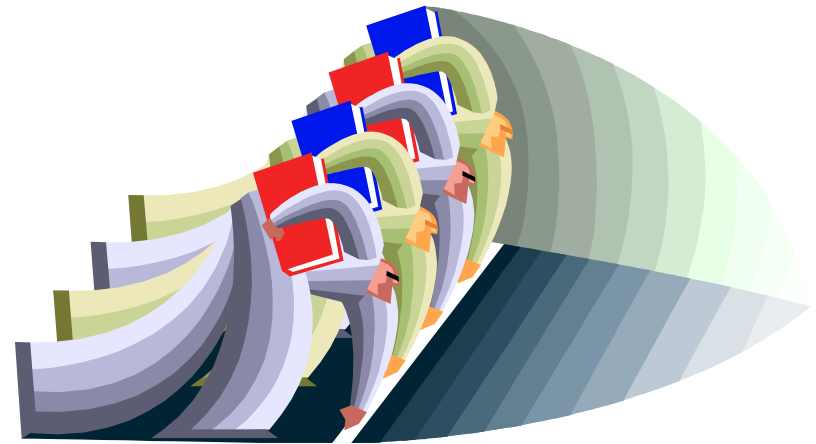
Ask hard questions

- Who are my customers?
- Is this the right market?
- Do I have the resources?
- Am I ready?



Establish your goals

- ✓ DUNS
- ✓ CCR
- ✓ CAGE
- ✓ NAICS
- ✓ ORCA
- ✓ FBO registration
- ✓ Dynamic Small Business Search (DSBS)
- ✓ SUBNET
- ✓ Federal Forecasts



Understand the market



- Market size
- Target market
- Key contacts
- Key resources
- Competition
- Bid to win ratio
- Value proposition

FPDS – NAVFAC MW - competition

NAICS Code	Sum of Action Obligation	Sum of Number of Offers Received	Sum of Actions
561210	\$13,296,435.70	983	256
541330	\$12,506,929.70	770	106
236210	\$22,756,949.61	693	140
337214	\$386,342.73	463	24
236220	\$105,074,484.34	451	156
541620	\$6,326,064.20	289	82
561612	\$5,494,147.84	286	27
238220	\$5,244,660.64	270	139
237310	\$5,200,195.53	209	73
238160	\$4,282,024.91	173	41
	\$180,568,235.20		

Understand Contract Award Criteria

Possibly, the most important clause in the FAR!

“Purchases shall be made from, and contracts shall be awarded to, responsible prospective contractors only.” FAR – 9.103



Understand Contract Award Criteria

“No purchase or award shall be made unless the contracting officer makes an affirmative determination of responsibility. In the absence of information clearly indicating that the prospective contractor is responsible, the contracting officer shall make a determination of nonresponsibility.” FAR- 9.103

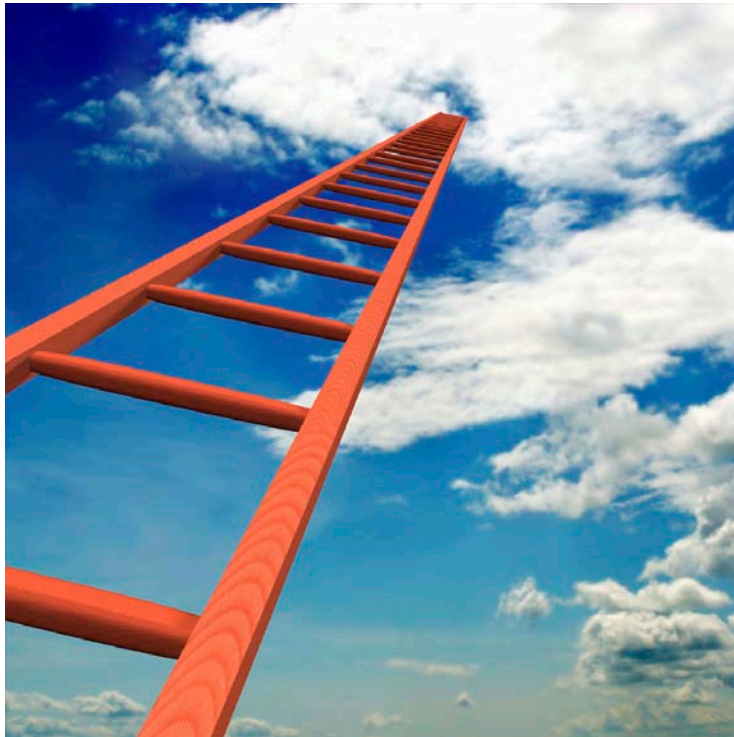


Evaluate your readiness

- Safety plan
- Q/A procedures
- Bonding
- Project management
- Resources
- Past performance history
- Financing



Develop a Process



- Email
- Follow-up
- Proposal preparation
- Administrative tasks
- Document filing

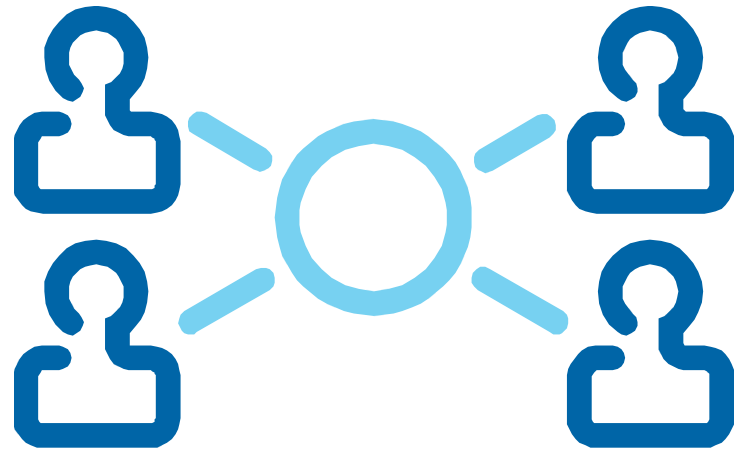
Understand Registrations, Certifications & Programs



- CCR
- DSBS
- ORCA
- Small Business
- 8(a)
- HUBZone
- Mentor Protege

Get connected/Stay connected

- Small Business Specialist
- SBA
- SBLO
- OSBDU
- PTAC's
- SBDC's
- Advisory board



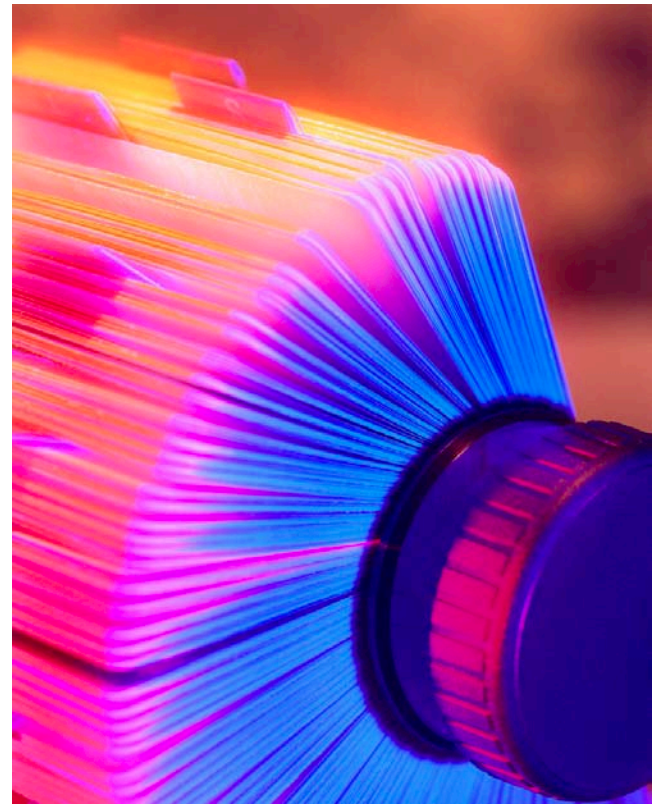
Use Sources of Information

- Fedbizops (FBO)
- Federal Procurement Data System
- Dynamic Small Business Search
- Agency Forecasts
- SUBNET
- Regulations
- Laws



Differentiate your business

- Price
- Quality
- Services offered
- Past performance
- Safety record
- Quality
- Contract administration



Stand Out in a Crowd

- Attitude
- Manners
- Correspondence
- Follow-up
- Business cards
- Staff
- Attention to detail
- Capabilities statement

