

# Preparing for Government Contracting During COVID-19

**Presented by  
Lillian Sunwall**

**April 10, 2020**



- PTAC Offices are open for business
  - Working remotely
  - One-on-One Counseling available
- Live Webinars and on-demand trainings
  - Govology
  - Free trainings
- Real ID Enforcement pushed back
  - Deadline October 1, 2021



- **FEMA Contracts**

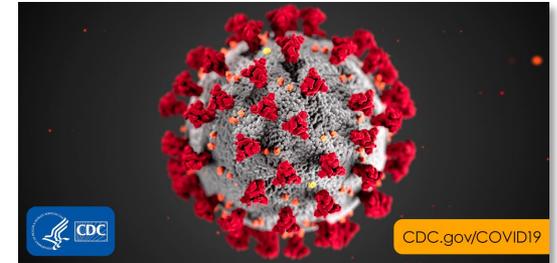
- [Beta.sam.gov/opp](https://beta.sam.gov/opp)

- [COVID-19 PPE Medical Supplies Request for Quotation](#)

- Notice ID 70FA2020R00000011

- Active in [www.SAM.GOV](http://www.SAM.GOV)

- To donate medical supplies or equipment – [FEMA.gov](http://FEMA.gov)





[beta.sam.gov](https://beta.sam.gov)



Sign in

## Contracting



### Contract Opportunities (FBO)

This website has officially replaced FBO.gov.

- About Contract Opportunities
- Search Contract Opportunities

### Wage Determinations (WDOL)

This website has officially replaced WDOL.gov.

- About Wage Determinations
- Search Wage Determinations





## Purpose

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As a result of participating in this webinar, you will be able to:

- **Understand the Basics**

- What government contracting is and is it right for my business

- **Get Started**

- Registering in SAM



# What does the government buy???

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## Virtually Everything!!

- Naval Supply Systems Command in Bremerton, WA, seeks a small business to provide **plain nuts**.
- Marine Corps in Bridgeport, CA, seeks a small business to provide **dirt**.
- Animal and Plant Health Inspection Service in Minneapolis, MN, seeks a small business to provide **blackbird conflict management** services in North Dakota.
- National Guard in Tulsa, OK, seeks a small business to provide and install **big ass fans**





# The Big Challenge ...

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Selling to the government is different than selling in the commercial market.



# Readiness Factors to Consider

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- **Do You have an Established Business?**
- **Do You Have a Record of Performance?**
- **Do You Have the Resources/Working Capital?**
- **Do You Have the Financial Capability?**





# Readiness Factors to Consider, cont'd

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- **Do You Have a Clear Focus?**
- **Do You Have Realistic Goals?**
- **Do You Have Capacity?**
- **Do You Have the Commitment?**





# Take a Self-Assessment (Selfie)

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- What does your company do?
- When was your company established?
- What is your financial picture?
- Who are your customers?
- What problem/s do you solve for them?
- What do you do for them that your competition does not?



# And If I Am Ready for Government Opportunities, Where Do I Start?





# Get Registered – The Basic Steps

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## Step 1: Obtain a DUNS number

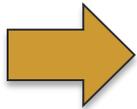
Got to this website

<http://fedgov.dnb.com/webform>

**Welcome to the D&B D-U-N-S Request Service  
for US Federal Government Contractors and Assistance Awardees**

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.

D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.



**Click here to request your D-U-N-S Number via the Web.** If one does not exist for your business location, it can be created within 1 business day.

For technical difficulties, contact [govt@dnb.com](mailto:govt@dnb.com)

*Your local PTAC advisor can assist you with obtaining a DUNS number*



# Get Registered – The Basic Steps

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## DUNS Number cont'd...

When requesting a DUNS number, make sure to ....

- Provide your exact legal name to Dun and Bradstreet
- Verify with the MT SOS
- Provide any DBA (doing business as)
- Provide your physical address
- 24-48 hours wait time



**Bradstreet**

**TIP: It is very important to make sure Dun and spells your legal name correctly**

*Your local PTAC advisor can assist you with obtaining a DUNS number*



# Here's a DUNS Number Tip

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*"The devil is in the details..."*



# Get Registered – The Basic Steps

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**Step 2: Research your NAICS Codes and Product Service (Federal Supply) Codes.**

**Definitions:**

**NAICS** – North American Industrial Classification System

- Industrial Coding System Used to Identify Industry Classifications
- Companies Can Have More Than One NAICS Code
  - Don't Try to be a Jack-of-All-Trades
- All Federal Government Solicitations Will Have One NAICS Assigned



# Get Registered – The Basic Steps

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**Step 2: Research your NAICS Codes and Product Service (Federal Supply) Codes, cont.**

**Definitions:**

**Product Service (Federal Supply) Codes**

- Coding System that Compliments NAICS Codes
- Describes Products, Services, and Research and Development Purchased by the Federal Government
- They Indicate “What” Was Bought for Contract Actions Reported



# Get Registered – The Basic Steps

## Where do I find my NAICS??

### NAICS

Visit: <https://www.census.gov/eos/www/naics/>

- Type in keywords having to do with your business in the top box on the left

### North American Industry Classification System

**NAICS Search:**

Enter keyword or 2-6 digit code  
excavation  
2017 NAICS Search

Enter keyword or 2-6 digit code  
  
2012 NAICS Search

Enter keyword or 2-6 digit code  
  
2007 NAICS Search

**2017 NAICS Key Word Search**

**Search results for: excavation**  
Number of records found: 4

- [213112](#) Slush pits and cellars, **excavation** of, on a contract basis
- [238910](#) Grave **excavation** contractors
- [238910](#) Foundation digging (i.e., **excavation**)
- [238910](#) **Excavation** contractors

*Your local PTAC advisor can assist you with this!!*



# Get Registered – The Basic Steps

## Where do I find my PSCs??

### PSCs

Visit: <http://support.outreachsystems.com/resources/tables/pscs/>

Type in keywords having to do with your business or click on any of the hyperlinked categories on the left

**OUTREACH SYSTEMS**

**Product Service Codes (PSCs)**

- A - Research and Development
- B - Special Studies and Analyses - Not R&D
- C - Architect and Engineering - Construction
- D - Automatic Data Processing and Telecommunication
- E - Purchase of Structures and Facilities
- F - Natural Resources and Conservation
- G - Social Services
- H - Quality Control, Testing, and Inspection
- J - Maintenance, Repair, and Rebuilding of Equipment
- K - Modification of Equipment
- L - Technical Representative
- M - Operation of Government Owned Facilities
- N - Installation of Equipment
- P - Salvage Services
- Q - Medical Services
- R - Professional, Administrative and Management Support
- S - Utilities and Housekeeping Services
- T - Photographic, Mapping, Printing, and Publications
- U - Education and Training
- V - Transportation, Travel and Relocation
- W - Lease or Rental of Equipment
- X - Lease or Rental of Facilities
- Y - Construction of Structures and Facilities
- Z - Maintenance, Repair or Alteration of Real Property

**Federal Supply Codes (FSCs)**

- 10 - Weapons
- 11 - Nuclear Ordnance
- 12 - Fire Control Equipment
- 13 - Ammunitions and Explosives
- 14 - Guided Missiles
- 15 - Aircraft and Airframe Structural Components
- 16 - Aircraft Components and Accessories
- 17 - Aircraft Launching/Landing/Ground Handling Equip.
- 18 - Space Vehicles (deleted per 10/1/15)
- 19 - Ships, Small Craft, Pontoons, and Floating Docks
- 20 - Shio and Marine Equipment

Search: tires

**Group H - Quality Control, Testing, and Inspection Services**

H126	Quality Control Services/Tires and Tubes
H226	Equipment and Materials Testing Services/Tires and Tubes
H326	Inspection Services/Tires and Tubes
H926	Other Quality Control Services/Tires and Tubes

**Group J - Maintenance, Repair, and Rebuilding of Equipment**

J026	Maintenance and Repair of Tires and Tubes
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**Group K - Modification of Equipment**

K026	Modification of Tires and Tubes
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**Group L - Technical Representative Services**

L026	Technical Representative Services/Tires and Tubes
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**Group N - Installation of Equipment**

*Your local PTAC advisor can assist you with this!!*



# Get Registered – The Basic Steps

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**Step 3: Compile a list of keywords about what products/services you offer**

Example of Keyword List: A company that is in the tire business may use keywords such as...**tires, tubing, re-treading, sales, service, maintenance, installation**

**This information will be used to fill in your SBA profile during your SAM registration**

*Your local PTAC advisor can assist you with this!!*



# Get Registered – The Basic Steps

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## Step 4: Write a short narrative of your business

- *Company specializes in the sale and/or manufacturing of...xyz products*
- *Company provides.....sales, service, maintenance, building of xyz products/services*
- *Company has 20+ years of experience in the xyz industry*

**This information will be used to fill in your SBA profile during your SAM registration**

*Your local PTAC advisor can assist you with this!!*



# Get Registered – The Basic Steps

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## Step 5: Assemble past performance references

- Gather any federal references
- No federal, use state, city, or county references
- No local references, use private sector work

**This information will be used to fill in your SBA profile during your SAM registration**

*Your local PTAC advisor can assist you with this!!*



# Get Registered – The Basic Steps

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Now that you have.....

- ✓ Your DUNS
- ✓ Your NAICS and PSC Codes
- ✓ Your Keywords, Narrative about your business and References...

Additional Business Information:

- ✓ Entity Tax Payer Information
- ✓ Date Business Started/Incorporated
- ✓ Banking Information

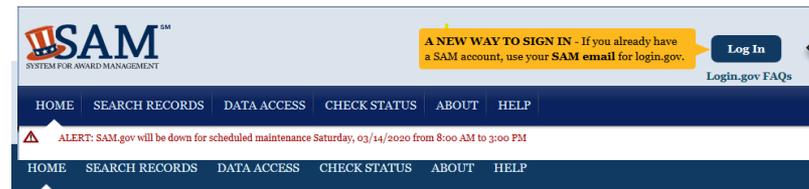


# Get Registered – The Basic Steps

## Step 6: Register in the System for Award Management (SAM)

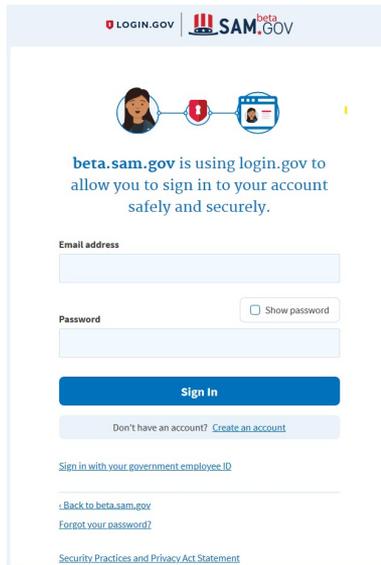
Visit: <https://sam.gov/portal/SAM/>

Select Log In to complete the authentication process.



The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records



This is the Log In screen for the authentication process.



# Get Registered – The Basic Steps

## Step 6: Register in the **System for Award Management (SAM)**

Visit: <https://sam.gov/portal/SAM/>



Then choose “create individual account”

**Create an Account**

Choose Account Type

Individual Account Details	System Account Details
<p><b>Create an Individual User Account if you need to:</b></p> <ul style="list-style-type: none"><li>• Perform tasks such as register or update your entity (legacy CCR/FedReg and ORCA functionality)</li><li>• Create and manage exclusion records (legacy EPLS functionality)</li><li>• View For Official Use Only (FOUO) level data for entity registration records</li><li>• Save search criteria to run at a later time</li><li>• Request non-public data access as a Federal government user</li></ul> <p>Create Individual Account</p>	<p><b>Create a System User Account if you need to:</b></p> <ul style="list-style-type: none"><li>• Request non-public data access for a Federal government system</li><li>• Automate a system pull of non-public data</li><li>• Perform data transfer from SAM to your Federal government system</li></ul> <p>Create System Account</p>

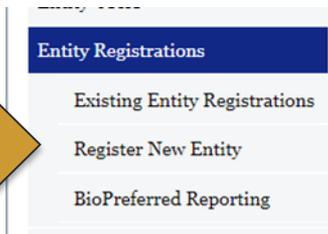




# Get Registered – The Basic Steps

## Step 6: Register in the System for Award Management (SAM) cont'd

- After you have created your user account, login to SAM
- Accept the usage agreement
- Go to the left side of screen, click “Entity Registrations,” then click “Register New Entity”



**Entity Registrations**

- Existing Entity Registrations
- Register New Entity
- BioPreferred Reporting

**My User Roles**  
Your SAM user account needs roles t  
menu to view your current roles, req

**Entity Registrations**  
Do you want to do business with the



# Get Registered – The Basic Steps

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## Step 6: Register in the **System for Award Management (SAM)** cont'd

### You will be prompted to fill out the following sections:

- Core Data
- Assertions
- Representations and Certifications
- Points of Contact (POC)
- SBA Profile – (will open in a separate tab in your internet browser)



**TIP: Minimize the SBA Tab. After you have “submitted” your SAM registration, fill out your SBA profile.**



# Get Registered – The Basic Steps

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Many of the compliance questions you will be required to answer during the SAM registration **are not straight forward and you may have trouble.**

It is recommended you seek the **guidance of your local PTAC** advisor to assist you with your SAM registration to ensure you are answering the questions correctly!



***For PTAC assistance with registration, visit our website at <http://www.montanaptac.org/> and click “Sign up for Services”***



## Next Steps & Upcoming changes...

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Starting in December 2020, the DUNS number will no longer be the official identifier for doing business with the U.S. Government.

- Unique Entity Identifier (UEI) used to do business with the government **is changing**. The **process** to get a UEI to do business with the government **is changing**. The **definition** of entity uniqueness **is not changing**.



# Unique Entity Identifier (UEI)

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Over the next year GSA will make it easier to get a UEI

Entities will go to a single place, SAM.gov (*formerly beta.sam.gov*), to:

- Request their UEI and register
- Make any updates associated with the UEI.
- Find customer support at a single helpdesk for all issues.



# The End...Questions?

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**MONTANA PTAC**  
PROCUREMENT TECHNICAL ASSISTANCE CENTER

*Personal, timely advice on contracting with the government.*

**Personal, Timely Assistance in Contracting  
with the Government Contracting**

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# The Last Word



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Lillian leads our Procurement technical Assistance Center helping businesses with government contracting. She leads our brownfield assessment and cleanup efforts, and also staffs the Great Falls Agritech Park.

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Shannon splits her duties between our Procurement Technical Assistance Center (PTAC), helping businesses with government contracting, and our business development team handling our various company and contact databases.



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Barnett leads our efforts to grow and diversify food, ag and bioprocessing across the region. He also supports efforts to increase and diversify agricultural production in the Golden Triangle.



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Small business and entrepreneurial development are important to the GFDA. Jason leads our business coaching team helping entrepreneurs start and grow.



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Rich is on the front lines of our business coaching and training services to existing businesses and startup entrepreneurs in Cascade, Fergus, Glacier, Judith Basin, Pondera, Teton, and Toole counties.

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Tyler oversees GFDA's content marketing efforts. He also counsels small business owners to innovate their digital presence and marketing efforts.

# Stay Connected



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# Please Share Ideas or Questions With Us

Email us at [LSunwall@GrowGreatFalls.org](mailto:LSunwall@GrowGreatFalls.org)  
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