The Montana Small Business Development Center presents:

INTRO TO GOVERNMENT CONTRACTING
What **You** Can Do

To Pursue Government Contracting

Patty Cox
Government Contracting Advisor
University of Montana
PTAC Locations

[Map of Montana showing PTAC locations]
Learning Objectives – Three Ps

• **Prepare**
  - Identify target markets

• **Plan**
  - Create your pitch
  - Get registered

• **Pursue**
  - Market, market, market

Prosper
The Big Challenge ...

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

• A key to growth and prosperity is patience, persistence and continuous learning.
Typical Montana PTAC Services

• Market Research
• Opportunity Identification
• Bid/Proposal Review

• Networking Events
• Vendor Registrations
• Small Business Certifications
Questions You Often Ask Us...

• How much does the government buy?
• What does the government buy?
• When does the government buy?
• Does the government buy what I sell?
• How do I approach government buyers?
Federal Business Opportunities

• Naval Supply Systems Command in Bremerton, WA, seeks a small business to provide plain nuts. SOL N0040610T2064.

• Marine Corps in Bridgeport, CA, seeks a small business to provide dirt. SOL M3361010T0020.

• Animal and Plant Health Inspection Service in Minneapolis, MN, seeks a small business to provide blackbird conflict management services in North Dakota. SOL AG-6395-S-10-0132

• National Guard in Tulsa, OK, seeks a small business to provide and install big ass fans. SOL W912L6-10-T-0015.
# Government Buyer Options

<table>
<thead>
<tr>
<th>THRESHOLD</th>
<th>TYPE</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to $3,500</td>
<td>Micro-Purchase (Credit Cards)</td>
<td>Not Advertised</td>
</tr>
<tr>
<td>$3,500 to $25,000</td>
<td>Simplified Acquisition Procedures (SAP)</td>
<td>Not advertised (sometimes posted locally) Oral or Request for Quotation (RFQ). Normally reserved for small business.</td>
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<tr>
<td>$25,000 to $150,000</td>
<td>Simplified Acquisition Procedures (SAP)</td>
<td>Advertised in FBO, Oral or RFQ. Normally reserved for small business set-aside.</td>
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<tr>
<td>Greater than $150,000</td>
<td>Formal / Large Contract</td>
<td>Advertised in FBO Invitation for Bid (IFB) or Request for Proposal (RFP) Set-aside if ≥ 2 capable 8(a) / HUBZone / SD-VOSB/SB will submit offers @ fair market price</td>
</tr>
</tbody>
</table>
Research, Research, Research

- http://www.usaspending.gov
- https://www.fpds.gov
- http://www.acquisition.gov
- https://www.fbo.gov
www.fbo.gov
<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Agency/Office Location</th>
<th>Type</th>
<th>Satisfied</th>
<th>Posted On</th>
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<tr>
<td>HELENA-LEWIS &amp; CLARK NATIONAL FOREST - Helena Ranger District Service</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>1, 2, 3, 4</td>
<td>Feb 28, 2018</td>
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<td>KOOTENAI NATIONAL FOREST - Kootenai Falls Forestry District</td>
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<td>Forest Service</td>
<td>5, 6, 7</td>
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<td>Anaconda Job Corps Center For Career Services</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>8, 9, 10</td>
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<td>BEAVERHEAD-DEERLICK NATIONAL FOREST - Environmental &amp; Wildlife Interpretive Services</td>
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<td>Forest Service</td>
<td>11, 12, 13</td>
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<tr>
<td>Kootenai National Forest Fire Ranger District FPL &amp; COMMON TRADE EXAMS</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>14, 15, 16</td>
<td>Feb 13, 2018</td>
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<tr>
<td>Natural Resource Management Technical Association</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>17, 18, 19</td>
<td>Feb 09, 2018</td>
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<tr>
<td>HELENA-LEWIS &amp; CLARK NATIONAL FOREST - Lolo National Forest Service</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>20, 21, 22</td>
<td>Feb 08, 2018</td>
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<td>Laundry Supply and Service</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>23, 24, 25</td>
<td>Feb 08, 2018</td>
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<tr>
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<td>Forest Service</td>
<td>26, 27, 28</td>
<td>Feb 05, 2018</td>
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<tr>
<td>BEAVERHEAD-DEERLICK NATIONAL FOREST - Wisdom &amp; Whetstone Javaworld Services</td>
<td>Department of Agriculture</td>
<td>Forest Service</td>
<td>29, 30, 31</td>
<td>Feb 01, 2018</td>
</tr>
</tbody>
</table>
Focus, Start Small, Team Up

• Identify target markets.

• Seek smaller opportunities.

• Consider subcontracting or finding a small business partner.
Identify Smaller Opportunities

• States
  http://vendorresources.mt.gov

• Cities/Counties
  http://www.ci.missoula.mt.us/bids.aspx

• Federal Agencies
  http://www.fs.usda.gov/main/helena
  (Helena Forest Service)
Learning Objectives – Three Ps

- **Prepare**
  - Identify target markets
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    - Create your pitch
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  - **Pursue**
    - Market, market

> Prosper
Readiness Factors

- Established Business
  - Successful past performance

- Clear Focus
  - Strong business plan

- Realistic Goals

- Working Capital

- Capacity
  - Technologically proficient
  - Adaptable

- Commitment
Capability Statement

- Think of it as a company resume.
- Keep it clear, concise.
- Make it brief, one page.
- Include the following:
  - Core Competencies
  - Past Performance
  - Differentiators
  - Company Data
- **Target** to specific agencies, decision makers.
Capability Statement

Core Competencies:

- Short introduction statement relating the company’s core competencies to the agency’s specific needs followed by key and heavy bullet points.
- No long paragraphs.
- Use short sentences followed by key and heavy bullet points.
- Create a new document for each agency mission or specific opportunity.
- Call this document a Capability Statement.
- Preferably, this Capability Statement is one page, one side.
- Go to two sides only if absolutely necessary.
- Save and distribute as a PDF, not a Word, PowerPoint, or other format.

Company Data:

Company History
One well-built paragraph of company description detailing pertinent facts.

Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Qualifiers:
- DUNS
- Socio-economic certifications (8(a), HUBZone, 50% WOSB, etc.)
- CAGE Code
- DOD/DFARS
- Access to Credit and Purchase Cards
- USA Schedule Contract Number(s)
- Other federal contract vehicles
- BPA and other federal contract numbers
- State contract numbers

Differentiators:

Identify what makes you different from your competitors and how this benefits the targeted agency.

Relate your key differentiators to the needs of the agency, prime, or teaming partner.

Past Performance:

List past customers for whom you have done similar work. Pinpoint by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency’s needs, do not list.

Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information.

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Montana PTAC
Personal, timely advice on contracting with the government.
Matchmaking Pitch

• Create a 30-second, focused pitch
  - targeted to meet a specific buyer’s needs

• Use this example as a guide:
  ✓ My company provides ________________
  ✓ Our core competencies are___________
  ✓ We excel at _______________________
  ✓ We are different because_____________
  ✓ We can help you ___________________
Roles of Decision Makers

• **Small Business Representatives (SBR)**
  - Advise small businesses on buying opportunities
    
    http://www.osdbu.gov/members.html

• **Contracting Officers (CO or KO)**
  - Can legally authorize purchase of goods/services above the micro-purchase threshold
    
    https://www.fbo.gov/ and other sites

• **Program Managers (PM)**
  - Provide technical/management expertise

• **End Users**
  - Use the service/product to do his/her job
Get Registered – The Basic Steps

• Apply for Employer Identification Number (EIN) http://www.irs.gov/

• Obtain a DUNS number http://fedgov.dnb.com/webform

• Find your Codes - NAICS, FSC/PSC

• Register in the System for Award Management (SAM) https://www.sam.gov/portal/SAM/#1
Information Required for SAM

You will need your...

- **DUNS** and associated name and address;
- **TIN/EIN** and associated name (from W-2 or W-9);
- **Banking Information**
  - account number
  - ABA routing number
  - bank phone or fax number
Decoding the Codes

• **NAICS** – North American Industry Classification System

• **FSC** – Federal Supply Classification Code

• **PSC** – Product Service Code  
  [https://www.acquisition.gov/](https://www.acquisition.gov/)
  (Choose menu item Acquisition Systems and select Product Service Code Manual.)
SBA developed size standards for each NAICS.

NAICS are used on federal procurements.

Businesses must meet size standards that apply to a particular procurement.

Procurement opportunities are “set aside” for small businesses.

https://www.sba.gov/content/small-business-size-standards
The Big Challenge ...

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

• A key to growth and prosperity is patience, persistence and continuous learning.
PTAC is here to give you personal, timely advice on government contracting and to help you...

Learn, persist, grow.
Patty Cox
Certified Procurement Professional
University of Montana

(406) 243-4030
Room 014 Gilkey Building
University of Montana
patricia.cox@umontana.edu
www.montanaptac.org