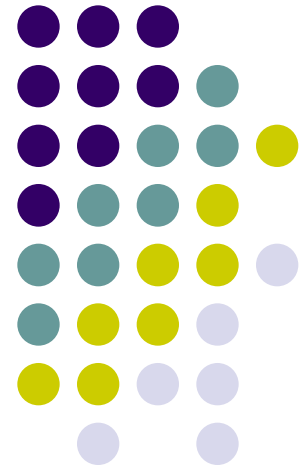
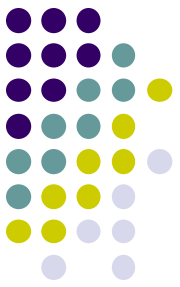


Everything You Wanted To Know About Federal Contracting – But Were Afraid To Ask!!

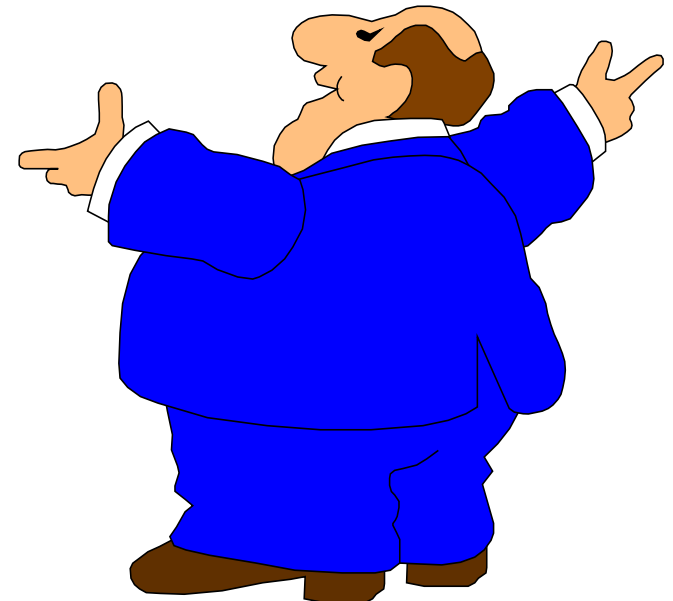
Paul P. Stone
Procurement Center Representative
Office of Government Contracting
U.S. Small Business Administration



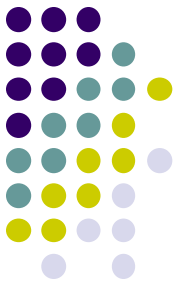
What will I learn from this class?



- Gain an overview of the government market
- Identify resources
- Get started in marketing your business

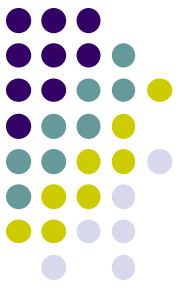


So, why the federal government?



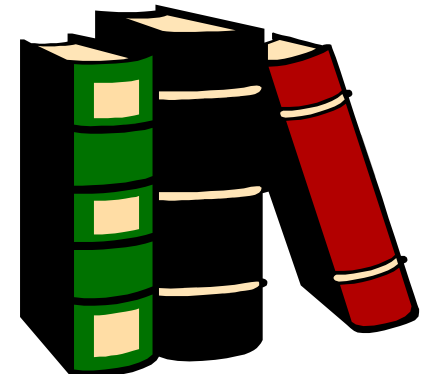
- World's best customer
- Buys everything
- Spends billions

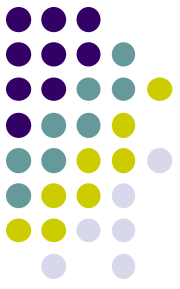




Does the government have rules to follow when buying stuff?

- Armed Services Procurement Regulation
- Federal Procurement Regulation
- Combined into Federal Acquisition Regulation on 4/1/84
- DFARS, VFARS, etc.
 - AFARS
 - EFARS

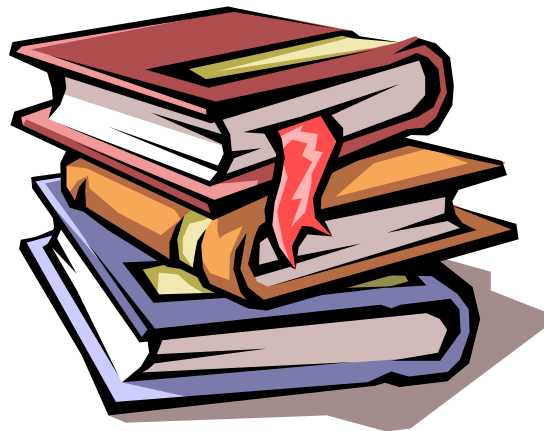




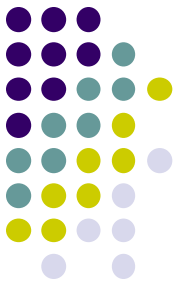
Learn about the FAR

Be familiar with the provisions
and contract clauses

www.acquisition.gov/far



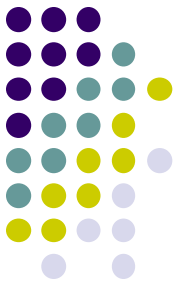
Goal of the federal government



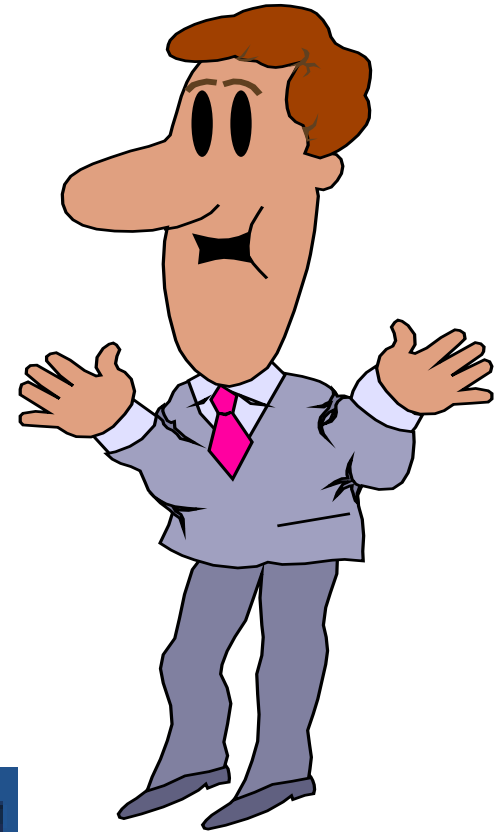
- A quality product or service
- Delivered on time
- At a competitive price



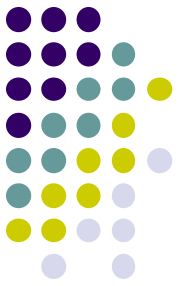
Okay – So how do I get started?



- Registration
- Research
- The Right People
- The Right Website
- Certifications



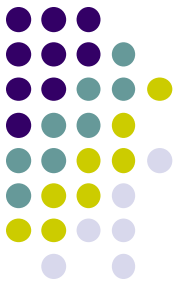
Registrations



- Duns – Dun & Bradstreet (1-866-705-5711 or www.dnb.com)
- CCR – Central Contractor Registration (www.ccr.gov)
- User ID and password
- Dynamic Small Business Search
- ORCA – www.bpn.gov/orca



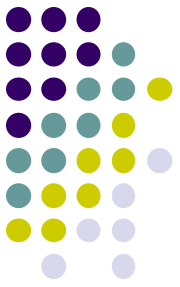
Research



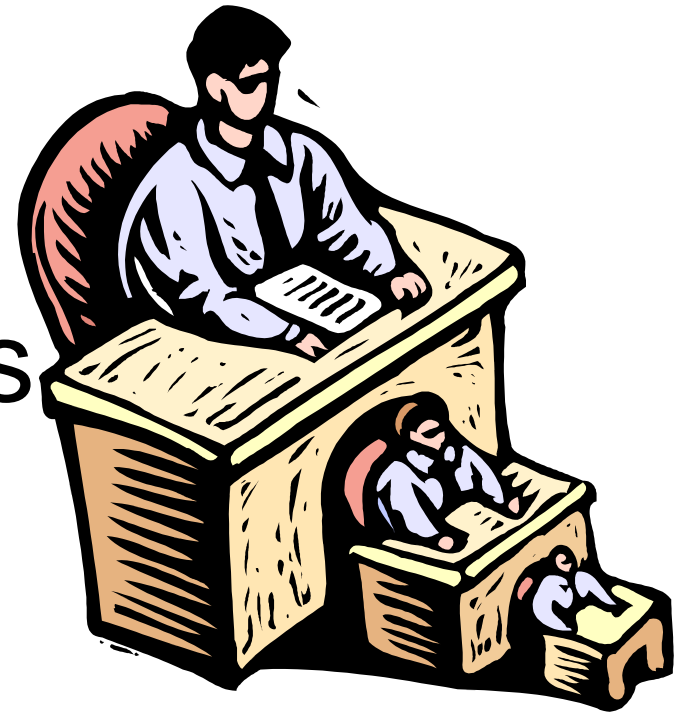
- Identify your product/service
- Identify who buys your product/service
- Identify your NAICS code
 - North American Industrial Classification System
- Know your size
 - Annual Sales (average last 3 years)
 - Number of employees

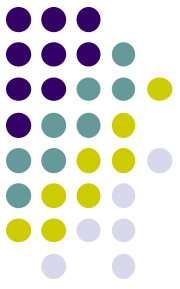


Size – Does size matter?



- YES
- Can self-certify
- Special programs

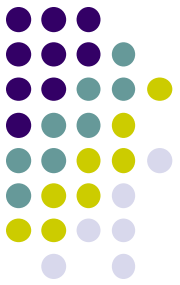




The Right People

- Start with the Small Business Specialist
 - Acts as liaison between supplier & buyer
 - Does not buy anything
 - Can put you in contact with technical person or buyer
- SBLO (Small Business Liaison Officer)





The Right Website

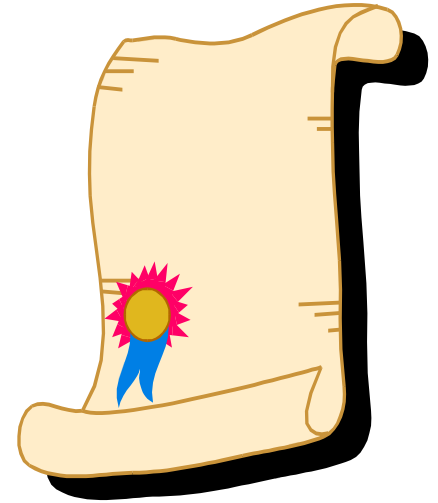
- FedBizOpps (www.fbo.gov)
- E-mail notification



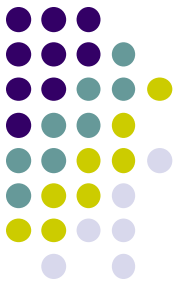
Types of Small Business



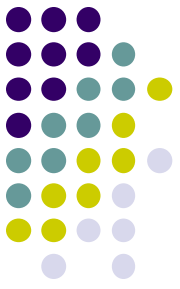
- Small
- Small Disadvantaged Business
- 8(a)
- Woman Owned Small Business
- HUBZone Small Business
- Veteran Small Business
- Service Disabled Owned Small Business



Certifications



- Don't confuse certification with registration
- Ask what “certification” your customer accepts:
 - City of Houston
 - State of Texas
 - Houston Minority Business Council
 - Women's Business Enterprise Alliance
 - Large Business



Certifications

The Federal Government DOES
NOT accept any certification
except its own.

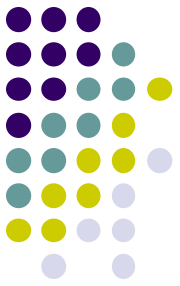


Do I have to get certified to do federal government contracting?



- No, unless you want to participate in specific programs
- Self-certify
 - Small Business
 - Small Disadvantaged Business – as of 10/4/08
 - Woman Owned Small Business
 - Veteran Owned Small Business
 - Service Connected Disabled Veteran Owned Small Business

Federal Certification Programs



8(a) Program

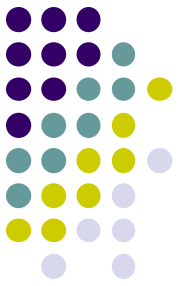
Business Development Program

Socially and economically disadvantaged

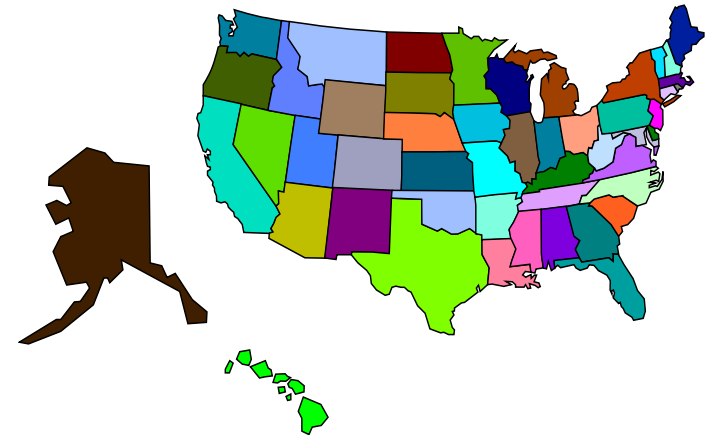
\$250,000 personal adjusted net worth

2 years in business

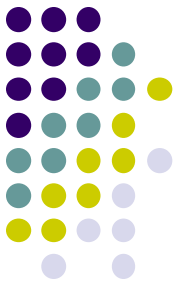
HUBZone



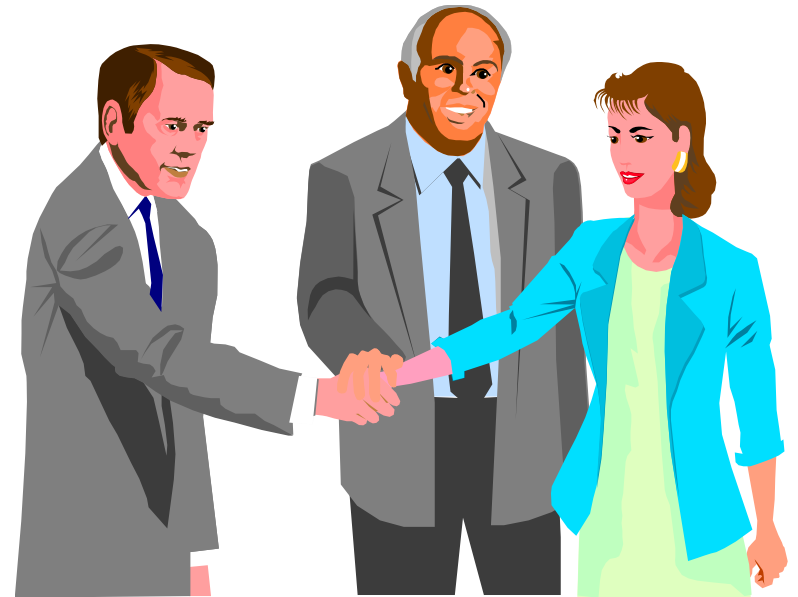
- Based on location of principal place of business
- 35% of employees residing in HUBZone
- Benefits
- Don't confuse with State of Texas HUB Program



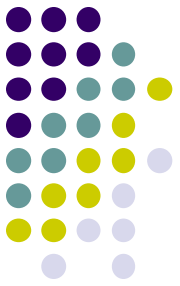
Marketing



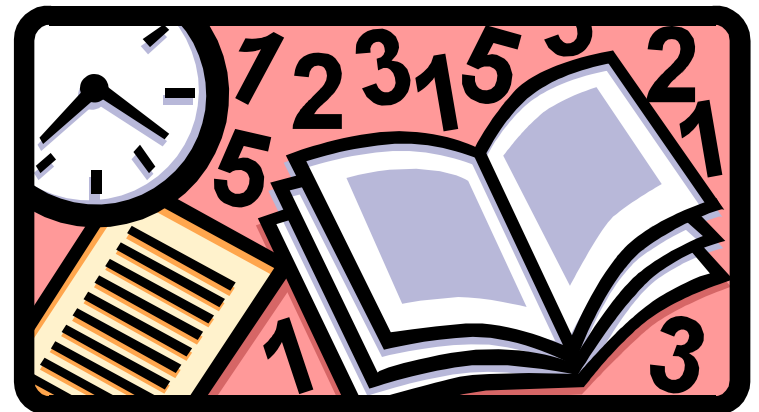
1. Market selectively
2. Market knowledgeable
3. Market constructively
4. Market early
5. Market timely
6. Market continually
7. Repeat and improve on steps 1 - 6



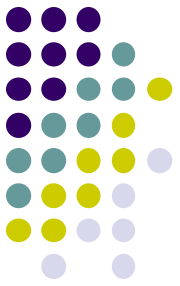
Opportunities to Bid



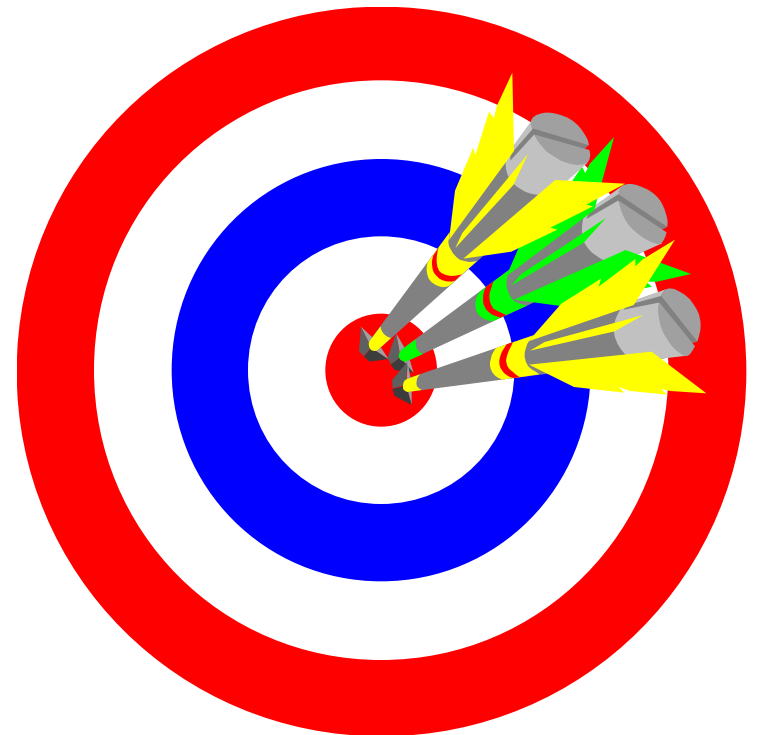
- Two basic types
 - Sealed bid
 - Negotiated procurement
- Parts of a solicitation
 - State of Work
 - Provisions
 - Reps & Certs
 - Deadline



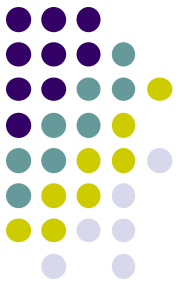
Bidding Process



- Identify Opportunity
- Determine Requirements
- Complete Paperwork
- Submit Bid



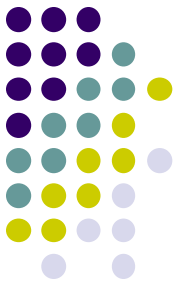
Success Factors



- Responsive
- Responsible

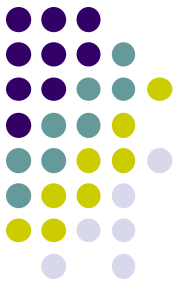


Rules To Follow



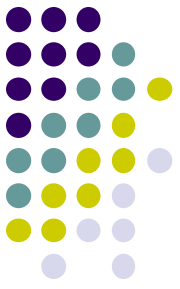
- When you make a commitment or promise, make absolutely certain both parties understand what was promised, and then you must perform exactly as you promised.
- Visit the government personnel often and maintain communication when there is no problem and you want nothing from them.

Rules To Follow, continued



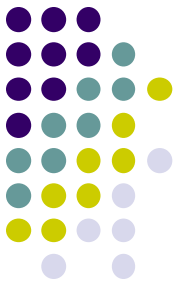
- Never, ever surprise your customer. When you think you have a contract problem, tell the government as soon as possible. Everyone you deal with has bosses who hate being surprised. Prompt communication of bad news is more important than prompt delivery of good news.

Rules To Follow, continued

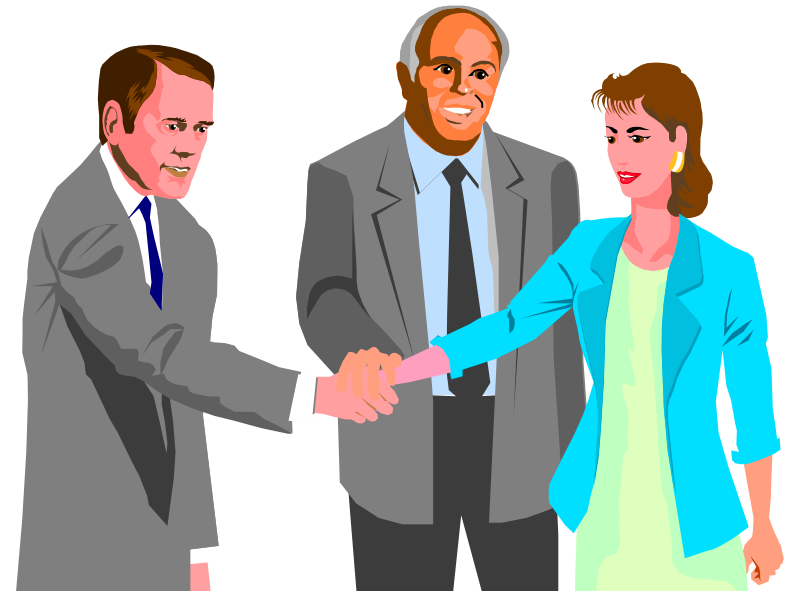


- Be absolutely honest in every contact with your customer & every government “team” member. Never give any of them a reason to doubt your personal integrity. Violate this rule and you may have to change your product line & customer.
- It is a given that you must perform the contract as you promised, but if you stumble, compliance with this guidance will probably result in a helping government hand in lieu of a boot.

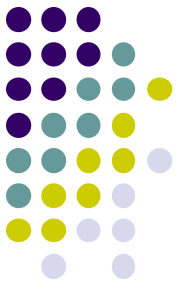
Procurement Technical Assistance Center (PTAC)



- Training
- Bid-Match
- Paperwork Assistance
- Counseling

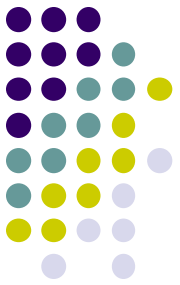


PTAC – Getting Started



- Request for Counseling
- Client Questionnaire
- 936-633-5432





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