

OPENING

small business opportunities



federal government contracting



U.S. Small Business Administration **SBA**

DOORS

Why Would You Want the Federal Government as Your Customer?

- U.S. government is the world's largest buyer of goods and services.
- Government purchases total over \$425 billion a year.
- Federal agencies are required to establish small business contracting goals.



How Does the SBA Help Me Become a Government Contractor?

- Ensuring small businesses receive a fair share of contracts
- Classes, workshops and counseling by SBA district offices and resource partners



Is Becoming a Government Contractor Right for You?

- Can you spend the time required to identify agencies and buyers?
- Can your business financially support the costs involved in a government contract?
- Are you prepared to learn and follow the federal procurement rules?



Myths and *Realities* About Government Contracting

- ***Myth:*** Doing business with the government is too complicated and it takes forever to get paid.
- ***Reality:*** The government uses many commercial and business-friendly practices
 - buying off-the-shelf
 - paying by credit card
 - generally, payments received within 30 days of invoicing

Myths and *Realities* About Government Contracting

- ***Myth:*** I'll be competing against large businesses and multinational corporations for contracts.
- ***Reality:*** SBA has programs and "hands-on" assistance to help small businesses sell to the federal marketplace.



Getting Started – Registering with the *CCR*

- The *Central Contractor Registration* is an online database of companies wanting to do business with the federal government.
- Buying agencies can search the *CCR* for vendors.
- Creating and updating your small business profile in *CCR* gives your firm access to contracting opportunities.

Getting Started – the *Dynamic Small Business Search*

- From *CCR*, enter your business profile in SBA's *Dynamic Small Business Search* database.
- Using the *DSBS*, agencies can quickly identify potential small business vendors.



Getting Started – Developing an Effective Profile

- Familiarize yourself with the *CCR* and the *Dynamic Small Business Search*.
- Perform a search as if you were looking to hire your firm.
- Analyze the profiles of firms in your area of expertise.
- Your *CCR/DSBS* profile is your business' resume – review, update, strengthen.

Pre-registration Steps

- Review *CCR* system instructions.
- Contact Dun & Bradstreet for a free DUNS number.
- Get a federal tax identification number from the IRS.



Pre-registration Steps

- Determine if your business meets SBA small business size standards.
- Identify the required industry, product, and service codes procurement officials use to search for specific businesses.
 - North American Industry Classification Codes
 - Standard Industrial Classification Codes
 - Product Service Codes
 - Federal Supply Classification Codes

Federal Procurement Goals

Federal procurement goals provide agencies with a strong incentive to look for qualified small businesses when awarding contracts.

Explore:

- SBA Certification Programs
- Self-certification Programs



SBA Certification Programs

SBA programs assist specific groups in securing federal contracts:

- Historically Underutilized Business Zone Program (HUBZone)
- 8(a) Business Development Program
- Small Disadvantaged Business Certification Program



Self-Certification Programs

These certifications provide eligibility to receive special procurement opportunities:

- Women-owned Small Business
- Service-Disabled Veteran-owned Small Business
- Veteran-owned Small Business (for Veteran's Administration procurements and subcontracts).



Ready to Register

Go to www.ccr.gov and click on
“Start New Registration.”



Learn about Federal Contracting

The more you know about how the government buys products and services the more successful you will be in landing contracts.

- Training and counseling programs
- SBA procurement resources



Training and Counseling Programs

- Small Business Training Network – a virtual campus
- *Business Opportunities: A Guide to Winning Federal Contracts*
- Free, online “how-to” courses on federal procurement procedures



Counseling Programs

- SBA district offices in every state and territory
- Small Business Development Centers – 1,000 primarily located on college campuses
- Women’s Business Centers – 114 nationwide
- SCORE – Counselors to America’s Small Business, 400 offices nationwide

Procurement Technical Assistance Centers

- Help businesses that want to sell to federal, state and/or local governments.
- Located in most states.



SBA's Procurement Center Representatives

- Work with federal agencies to identify prime contracting opportunities.
- Recommend reserving procurement for competition among small businesses.
- Provide small business sources to federal buying agencies.



SBA's Commercial Marketing Representatives

- Conduct compliance reviews of prime contractors.
- Counsel small businesses on how to obtain subcontracts.
- Conduct matchmaking activities.
- Provide training on Subcontracting Assistance Program.

Identifying Contracting Opportunities— Federal Business Opportunities

- Announces available business opportunities
- Identifies contracts over \$25,000
- Online listing at www.fbo.gov



Identifying Contracting Opportunities – Simplified Purchases

- Government uses simplified procedures for purchases between \$3,000 and \$100,000.
- These purchases are generally reserved for small businesses.



Identifying Micro-purchases

- Government purchases under \$3,000.
- Do not require competitive bids or quotes.
- Payment via government credit card.



Identifying Contracting Opportunities – General Services Administration Schedules Programs

- GSA establishes long-term governmentwide contracts.
- Provides access to over 11 million commercial supplies and services.
- Becoming a GSA schedule contractor increases your ability to get contracts.



Identify Subcontracting Opportunities

- Teaming with a prime contractor can be a profitable experience.
- Experience gained as a subcontractor helps you in bidding on prime contracts.
- SBA's SUB-Net searchable database posts subcontracting opportunities.



Marketing Your Business

- Determine which government agencies buy your products or services.
- Identify the contracting procedures those agencies use.
- Develop a focused marketing strategy.



Marketing Tips

- Get to know the agency staff using your products or service and procurement officers.
- Focus on opportunities in your niche and prioritize.
- Be persistent and professional.



Contracting Checklist

- Sign up for *Business Opportunities: A Guide to Winning Federal Contracts*.
- Identify your industry, product and service codes.
- Apply for DUNS and TIN numbers.
- Develop your business profile.
- Investigate SBA programs for small businesses.

Contracting Checklist

- Register in the *CCR* and the *Dynamic Small Business Search* database.
- Meet local counselors.
- Check out procurement Web sites.
- Practice searching for contract opportunities and preparing bids/offers.
- Market your business, the most important step in winning federal contracts.

