



# INTRODUCTION TO GOVERNMENT CONTRACTING

DEFENSE INNOVATION CONFERENCE

January 2019

Thomas Larkin

# Introduction Video

- <http://tinyurl.com/welcome-to-gtpac>

# Who We Are and What We Do

- The Georgia Tech Procurement Assistance Center (GTPAC) assists Georgia businesses in identifying, competing for, and winning government contracts.
- Our services include:
  - Classroom instruction
  - Electronic tools
  - One-on-one counseling

*... all at no cost to you.*

# Funding and Sponsorship

- The Georgia Tech Procurement Assistance Center (GTPAC) is part of a national network of procurement technical assistance centers (PTACs) funded, in part, by the Defense Logistics Agency (DLA).
- In Georgia, DLA's funding is matched by State funding through Georgia Tech.

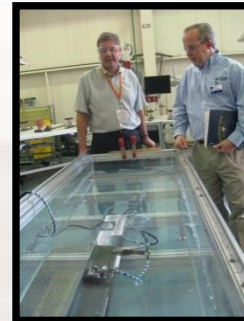
# The Georgia Tech Connection

- GTPAC is part of the Enterprise Innovation Institute (EI2).
  - EI2's mission is to increase the competitiveness of enterprises in Georgia through the application of science, technology, and innovation.
- GTPAC is housed within EI2's Industry Services group.
  - A major activity within Industry Services is the Manufacturing Extension Partnership (GaMEP).

# Georgia Manufacturing Extension Partnership (GaMEP)

GaMEP provides expertise and connections to Georgia manufacturers in:

- Strategic Business Development
- Innovation Management
- Product Development
- Lean / Process Improvement
- Quality Management
- Sustainability
- Energy Management
- Technology Adoption



Your connection to manufacturing excellence: [www.gamep.org](http://www.gamep.org)

*GaMEP is a proud sponsor of the Georgia Tech Procurement Assistance Center (GTPAC) .*



# All Resources Used in This Presentation

<http://gtpac.org/useful-links>



# By the way

- The coolest website on the Earth
- [www.gtpac.org](http://www.gtpac.org)



# INFRASTRUCTURE RESOURCE


- Small Business Development Center
  - Business Plan
  - Marketing Plan
  - Accounting Systems
  - Incorporation process
- <http://www.georgiasbdc.org/>



# Infrastructure Resource

- Small Business Development Center
  - 8a application assistance
  - **Minority Business Development**  
770-414-3110  
Fax: (706) 542-6803
  - SBA Tanzee, 404-331-0100 X 507
- Tanzee.halljones@sba.gov

# REALITY CHECK

- Dynamics of Government Contracting can be electrifying!
  - Remember:
    - Tom did not write the rules
    - Displeasure should be directed toward the appropriate body making the rules (Congress, State Legislature, and Governing Bodies)
    - GTPAC is not a member of your company
- 



# **Marketing Campaigns Directed at You**

*Buyer Beware!*

# Background

- When you register your business in the System for Award Management (SAM) or in any government database (for instance, the Georgia Procurement Registry), you make your contact information publicly available.
- This means that anyone can “data mine” your info and make you the target of a marketing campaign via phone, email or traditional mail.

# What Happens

- Being in a government vendor database signals you are interested in going after government contracts.
- Therefore, marketing companies will try to sell you services related to government contracts.
- Chances are you will receive numerous calls, emails and letters trying to sell you something that you may or may not need.



# What You Should Be Aware Of

- Virtually all of these companies engage in legal activities, but their services may or may not be useful to you.
- In addition, some of the services offered by companies may be of poor quality.
- Examples of services offered:
  - Vendor registration
  - FEMA contracts
  - GSA Schedules
  - Proposal writing
  - Capability statement
  - Directory of vendors
  - Contract opportunities
  - Etc.

# What You Should Consider

- **Vendor registration** – Registration in government databases is always free, and something you can do yourself. By doing it yourself, you maintain control of your user name and password.
- **FEMA contracts** – FEMA has a separate database for vendors wanting to do emergency contracting work. You can register on your own at:  
[www.fema.gov/doing-business-fema](http://www.fema.gov/doing-business-fema).

# What You Should Consider

- **GSA Schedules** – This is a complex process applicable only to businesses who have at least 2 years of successful commercial assistance. By following instructions, you can prepare a GSA proposal yourself. To start, attend GTPAC's free seminar or webinar.
- **Proposal writing** – This, too, is something you can do yourself. Come to GTPAC's free seminars on proposal preparation.

# What You Should Consider

- **Capability statement** – This is an important document that helps “introduce” your company to government officials. GTPAC’s website provides directions on how to write one.
- **Directory of vendors** – Government agencies do not use paper directories to find vendors. They go to SAM, DSBS, and on-line state and local databases that charge you nothing to be listed.

# What You Should Consider

- **Contract opportunities** – Virtually all government contract opportunities are publicly announced, and most are on-line. If you are a GTPAC client (no cost to sign-up), you are entitled to receive free, electronic, daily bid matches that are customized to your interests.

**Bottom Line:** *Take advantage of free services, do-it-yourself, and utilize GTPAC!*



# What Marketing Looks Like 5 of 6

The Federal Government  
awards over **\$520 Billion**  
in Federal Contracts each year!

## Federal Contractor Help Desk

**Complete Your Federal Contractor Registration Online. Contracting Advisors Are Standing By To Assist With Your Online Contractor Registration. Get Started Now So You Can Start Winning Federal Contracts!**

**START YOUR SAM REGISTRATION HERE!**

Let's start with a few basic contact details:

Company \*



# What Marketing Looks Like 6 of 6



[HOME](#) [ABOUT SAM](#) [ADDITIONAL SERVICES](#) [SEARCH CONTRACTS](#) [ONLINE REGISTRATION](#)

**1-877-252-2700**

**Call Now for Government Contractor Registration**

*System for Award Management Assistance*

**REGISTER ONLINE**

*For Government Contracts*

New SAM Registration



SAM Renewal



Search for Contracts



# Before You Spend Money

- **Check Better Business Bureau for complaints.**
- **Ask about success rate – ask for proof.**
- **Look for free services – do-it-yourself!**
- **If in doubt, check with GTPAC.**

# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- Reference Library
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting

# The 7 Phases of Government Contracting

- Registration 
- Marketing Plan
- The Right People
- Reference Library
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting

# Registration for Federal Contracts

- SAM – System for Award Management
  - Registration required before bidding
  - Cannot be paid without being registered
  - Also used by state and local governments and prime contractors to identify qualified firms
  - Attention to detail is of paramount importance



# COMPROMISED!

- SAM was Hacked March 22
- Entity Letter
- <https://www.gsa.gov/about-us/organization/federal-acquisition-service/office-of-systems-management/integrated-award-environment-iae/sam-update>



# SAM NEWS FLASH

- New Log in for SAM ( single log in) with multiple places with in SAM coming soon)
- Letter Template Send in within 30 days via mail.
- <http://gtpac.org/2018/04/09/sam-gov-renewals-and-updates-will-require-notarized-letter-effective-april-27th/>

# Tips for Registering in SAM



- URL is <https://www.sam.gov>
- Do not pay anyone to register for you
- Compile information before going to SAM\*
- Use Firefox or IE to access SAM
- Make sure you complete SBA's Dynamic Small Business Search at the end of the SAM registration process

# SAM TIPS



- LAGNIAPPE

- When selecting an Entity, do not select **non profit** unless you are a non profit. Reason: all non profits are considered a large business in the eyes of the Government.
- When you are asked (Core Data) if you want to make your information public, Say **YES!** It only displays public information and not sensitive financial information.

# SAM TIPS CONTINUE!



- LAGNIAPPE

- Towards the end of your registration, look for a button titled, Register or Update your SBA profile.
- This takes you to the Dynamic Small Business Data Base. You want to perform this task. (SB only)

# Getting Ready to Register in SAM

- **Obtain a TIN**

- Do not do business with your Social Security number
- Obtain a Taxpayer ID Number (TIN) from the IRS at [http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Apply-for-an-Employer-Identification-Number-\(EIN\)-Online](http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Apply-for-an-Employer-Identification-Number-(EIN)-Online)

- **Obtain a DUNS number**

- A unique, 9-digit identifier issued and maintained by D&B that verifies the existence of a business entity
- Access <http://fedgov.dnb.com/webform> to begin process
- Normally issued within 1-2 business days when using the D&B online process

# Finding Your NAICS Codes

- NAICS stands for North American Industrial Classification Code System
- Used by the federal government to identify your business type and line(s)
- Go to:  
<http://www.census.gov/eos/www/naics>
- Also the key to your small business status



# Determining Your Small Business Status

- You must determine whether you meet the federal government definition of small business
- SBA Small Business Size Standards:
- [https://www.sba.gov/sites/default/files/files/Size\\_Standards\\_Table.pdf](https://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf)
- Details at <http://www.sba.gov/content/table-small-business-size-standards>
- Small business status tied to NAICS codes

# What Type of Small Business Might You Be?

- Small business
- Small disadvantaged business
- 8(a) Business Development Program (9 years)
- HUBZone
- Woman-owned (WOSB)
- Economically-disadvantaged woman-owned (EDWOSB)
- Veteran-owned
- Service-disabled veteran-owned (SDVOSB)

# Certify SBA

- One Stop for applying for Certification
  - 8a Business Development
  - WOSB
  - Hub Zone (moving soon)

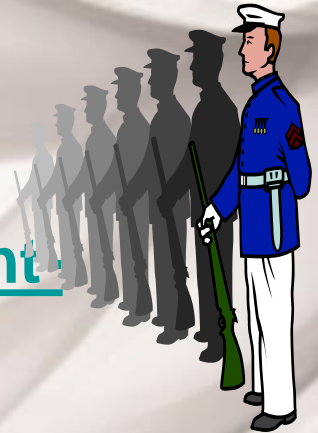
Follow this link <https://certify.sba.gov/> HINT:  
Click on the Help Button for specific guidelines;  
<https://sbaone.atlassian.net/wiki/spaces/CKB/overview>

# Small Business Types

- SBA regularly holds workshops and webinars on small business programs
- <https://www.sba.gov/offices/district/ga/atlanta>
  - Certification required:
    - 8(a)
    - HUBZone
  - Self-certification:
    - Small business
    - Small disadvantaged business (subcontracting only)
    - WOSB / EDWOSB
    - Veteran-owned (**verification**) required for VA contracts)
    - SDVOSB (**verification** required for VA contracts)

# Registration - special categories

- 8(a) certification process
- Certify SBA <https://certify.sba.gov/> and <https://www.sba.gov/offices/district/ga/atlanta>
- HUBZone (Historically Under-utilized Biz)
  - <https://www.sba.gov/contracting/government/contracting-programs/hubzone>
- Veteran Owned Small Biz (VOSB) & Service Disabled Vet Owned Small Biz (SDVOSB)
  - <https://www.vip.vetbiz.gov/> and <https://www.va.gov/osdbu/verification/assistance/>
- Women Owned Small Biz (WOSB)
  - <http://www.sba.gov/content/contracting-opportunities-women-owned-small-businesses>

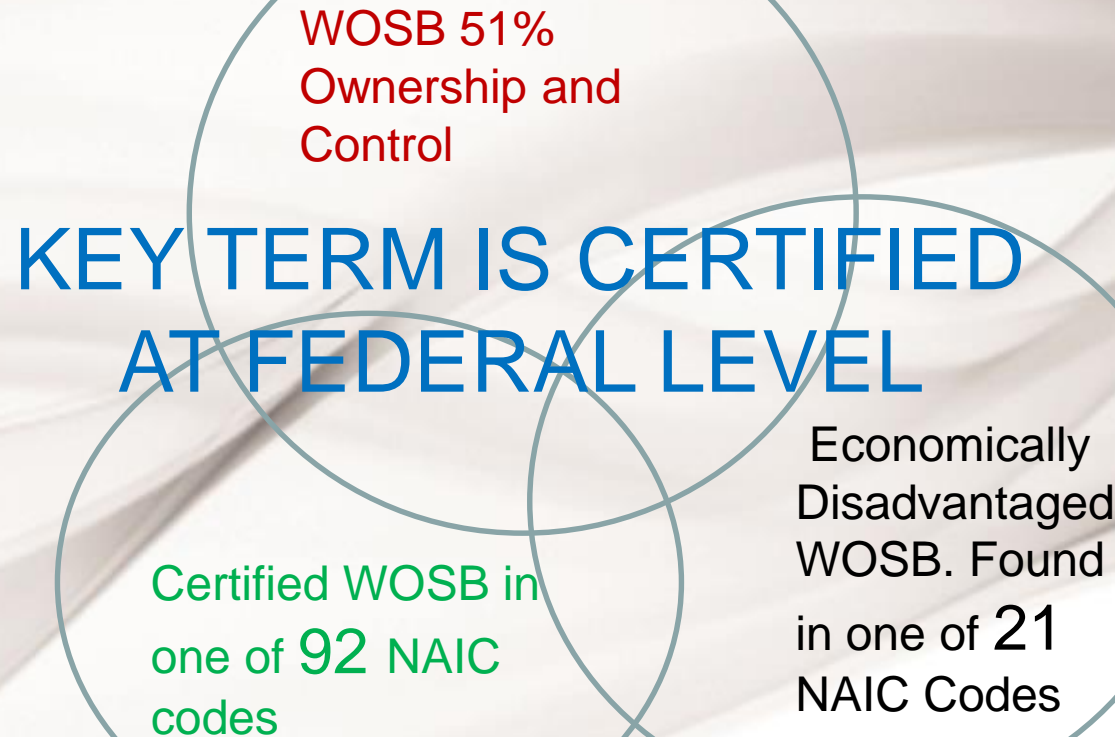


# Ownership and Control

- WOSB
- SDVOSB
- What does that mean?
- Ownership- 51%
- Control
  - Who controls the company as defined in operating agreements or By laws.



# Woman Owned Small Business



# Woman Owned Small Business

- Supplier Diversity
- Georgia Power, Turner Industries, Coca Cola, etc.
- Women Business Network Enterprise (Certification Organization)
- Does not Count at the Federal Level

# PSC / FSC Codes

- The Federal Government also uses
  - Product Service Codes
  - Federal Supply Codes
- Find at:  
<http://www.outreachsystems.com/resources/tables/pscs>

# Back to SAM Registration


- In addition to having TIN, NAICS, PSC/FSC and small business designations, be ready with:
  - Basic business info
  - Bank routing info
  - Business references
  - Point-of-contact (POC) info
- Read <http://gtpac.org/tag/sam> for registration tips

# Done with the Preliminaries?

***Nope!***

- State and local governments do not use NAICS or PSC/FSC codes
- Instead, they use NIGP codes to designate their procurements
- Look yours up at:  
[https://ssl.doas.state.ga.us/PRSapp/PR\\_nigp\\_keyword\\_selectionPUBLIC.jsp](https://ssl.doas.state.ga.us/PRSapp/PR_nigp_keyword_selectionPUBLIC.jsp)

# The 7 Phases of Government Contracting

- Registration
- **Marketing Plan** 
- The Right People
- Reference Library
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting



# Federal Government's Place for Advertising Bid Opportunities

- FedBizOpps (FBO)
  - <https://www.fbo.gov>
- All federal contracts >\$25,000
- Including:
  - Sources Sought
  - Pre-solicitations
  - Solicitations
  - Awards

# Another Source of Opportunities

- Fed Bid

- Discovered that some Federal Agencies are posting solicitations less than \$25K! Not all, but some.

No fee to user (Vendor)

Vendor must register to participate.

[www.fedbid.com](http://www.fedbid.com)

# Another Source of Opportunities

- Fed Connect
  - Verifies SAM status via DUNS and MPIN
- Write down MPIN while registering in SAM.
- [www.fedconnect.com](http://www.fedconnect.com)

# FBO Not the Only Place Gov't Opportunities Are Advertised

- At least a dozen Internet sites where Federal contract opportunities are advertised
- State and local governments advertise their bid opportunities separately
- Over 1,200 places on the Internet where gov't bid opportunities are advertised

# Our Incredible Market Research Tool

- **iSearch** – GTPAC's gift to you!
- Allows you to search 1,200 sites simultaneously
- Tutorial at [www.gtpac.org/isearch](http://www.gtpac.org/isearch)
- Use it to not only find bid opportunities, but also research who's buying what you sell, what they call it, how frequently, etc.
- Remember slide #9 ?

# Georgia Defense Exchange

- State Department of Economic Development effort to connect Georgia Businesses.
- Follow this link  
<https://data.georgia.org/defense/>



# Marketing Tools

- ***Elevator speech:***


<http://gtpac.org/2010/07/whats-an-elevator-pitch-and-why-you-need-one>

- ***Sources sought:***

<http://gtpac.org/2010/09/what-is-a-sources-sought-heres-the-answer>

- ***Trade shows:*** <http://gtpac.org/2012/08/14-tips-for-attending-a-government-expo-or-trade-show>

# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- **The Right People** 
- Reference Library
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting

# Small Business Specialists

- Used to be called SADBUS – Small & Disadvantaged Business Utilization Specialists
- Every federal agency has a Small Business Office
  - <http://www.osdbu.gov/members.html>
  - <http://gtpac.org/2010/07/small-business-specialists-and-how-they-can-help-you>
- Many state and local governments do, too
  - Georgia:  
[http://ssl.doas.state.ga.us/PRSapp/PR\\_apo\\_public\\_list.jsp](http://ssl.doas.state.ga.us/PRSapp/PR_apo_public_list.jsp)


# What SB Specialists Want

- Confidence in your ability to perform
- You must demonstrate your capabilities
  - Read: <http://gtpac.org/2010/05/what-is-a-capabilities-statement-and-why-should-i-have-one>
- Do your homework before asking for help
  - Read: <http://gtpac.org/2010/07/small-business-specialists-and-how-they-can-help-you>

# DIFFERENTIATOR



# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- **Reference Library** 
- Finding Opportunities
- Bidding and Performing
- State & Local Government Contracting



# What Governs Government Contracting?

- Federal Acquisition Regulations (FAR) and individual agency supplements
  - <http://farsite.hill.af.mil>
- Georgia Procurement Manual
  - [http://pur.doas.ga.gov/gpm/MyWebHelp/GPM\\_Main\\_File.htm](http://pur.doas.ga.gov/gpm/MyWebHelp/GPM_Main_File.htm)
- Professional education resources
  - [www.ContractingAcademy.gatech.edu](http://www.ContractingAcademy.gatech.edu)

# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- Reference Library
- **Finding Opportunities** 
- Bidding and Performing
- State & Local Government Contracting

# Finding Gov't Opportunities

- FedBizOpps – <https://fbo.gov>
- iSearch – [www.gtpac.org/isearch](http://www.gtpac.org/isearch)
- Georgia Procurement Registry (all state agencies plus many Georgia cities, counties and school boards) - <http://ssl.doas.state.ga.us/PRSapp/>
- Individual agencies, states, local govts - [www.outreachsystems.com/usabid](http://www.outreachsystems.com/usabid)
- *Wouldn't it be great if the searching could be automated?*

# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- Reference Library
- Finding Opportunities
- **Bidding and Performing** 
- State & Local Government Contracting

# What If You Bid ... But Don't Win?

- Ask for a “debriefing”
- Request immediately
- Don't challenge award, ask for what you did right and what you did wrong
- Apply what you learn to the next bid or proposal

# The 7 Phases of Government Contracting

- Registration
- Marketing Plan
- The Right People
- Reference Library
- Finding Opportunities
- Bidding and Performing
- **State & Local Government Contracting**





# Your Initial Entry Point May Not Be the Federal Market

- Investigate opportunities in your locale
  - Pursue contracts where you live and work, where you employ people, where you pay taxes
- Attend GTPAC's class on "Marketing to State & Local Governments"

# State of Georgia

- Team Georgia Marketplace State Purchasing
- <http://doas.ga.gov/state-purchasing>
- Georgia Procurement Registry
- <https://ssl.doas.state.ga.us/PRSapp/>

# Tips for Marketing to State & Local Governments

- Look for / ask for “contracting forecasts”
- Obtain budgets
- Read “How To Do Business with ...” handbooks
- Pursue re-occurring contracting needs

# The 7 Phases of Government Contracting

- ✓ Registration
- ✓ Marketing Plan
- ✓ The Right People
- ✓ Reference Library
- ✓ Finding Opportunities
- ✓ Bidding and Performing
- ✓ State & Local Government Contracting

# MAGIC PILL



# Pulling It All Together

Clients of the Georgia Tech Procurement Assistance Center (GTPAC) benefit from:

- An automated bid search system
- Notices of upcoming events
- Training and instruction
- One-on-one counseling and advice

***... all at no cost!***



# GTPAC's Bid Match Service

*Once you register with us as a client, we:*

- Create an electronic profile of your interests and capabilities
- Match that profile against government databases in the geographic area you specify – state, region, country, world
- Notify you via email every time there's a match between your interests and a government contract opportunity

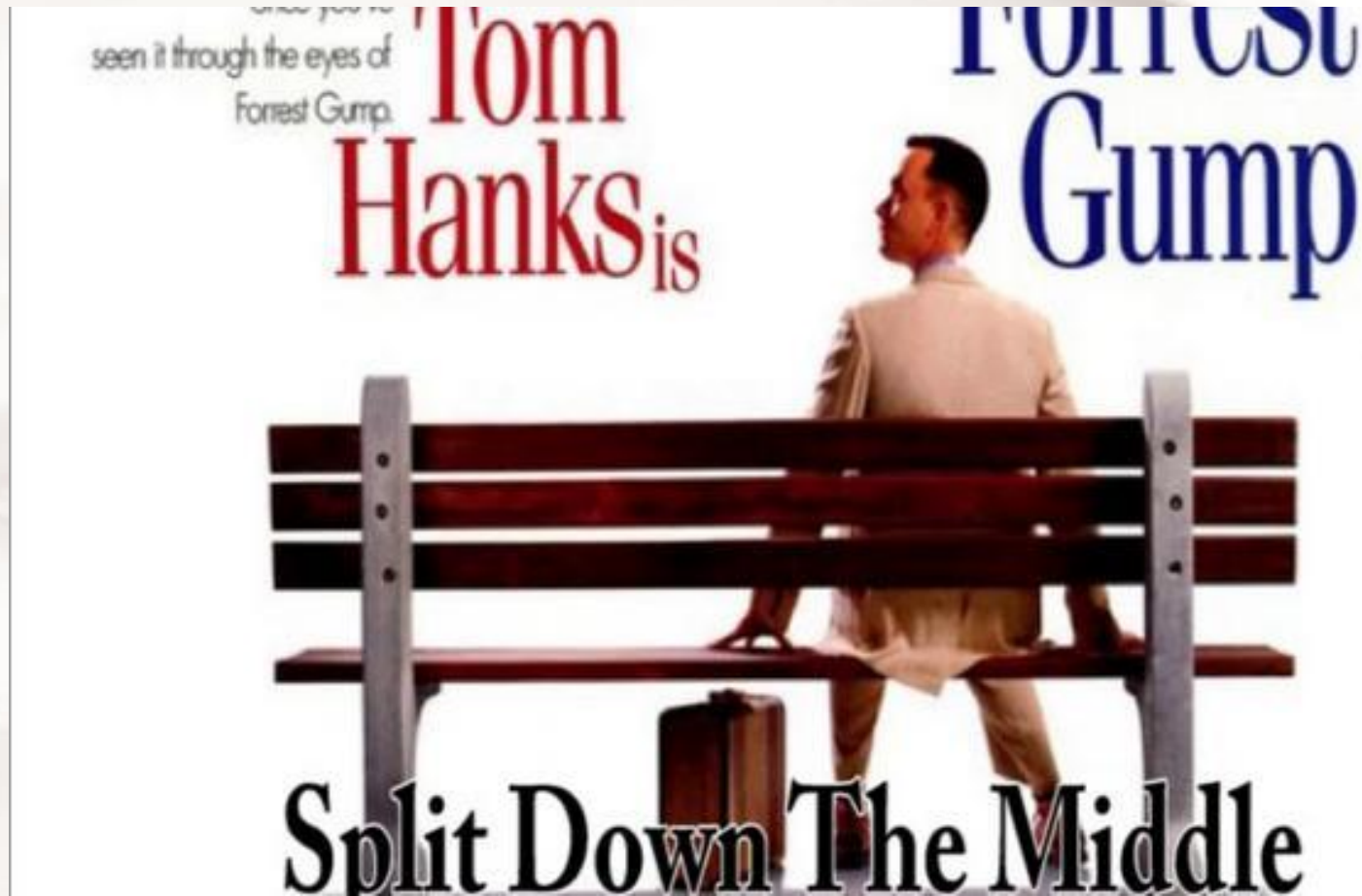
# GTPAC's bid match service

- Automatic electronic searching of over 1200 federal, state, and local govt sites
- Website surfing “**not required**”
- Requires identification of key words, FSC/PSC codes, and NAICS codes
- Can be filtered by area, regions, or states
- E-mail required, multiple addressee capability
- <http://www.outreachsystems.com/cats/bidmatch/profiles/>



**–SAMPLE PROFILES!**  
**EXCELLENT RESOURCE**

# WHERE DO YOU STAND ?



# INDICATORS? WHERE DO YOU STAND

- **SUCCESSFUL FIRM**
- Registration Complete
  - SAM
  - Georgia Procurement Registry
- Capability Statement
- Company Infrastructure
- **STRUGGLING FIRM**
- Registration – On Going
  - SAM
  - GA procurement Registry
- Capability Statement – Incomplete
- **INCOMPLETE**

# INDICATORS? WHERE DO YOU STAND

## Successful Firm

- Infrastructure Prepared
  - Marketing plan
  - Accounting System in place
  - Business Plan complete
- Market Research
  - Target Agencies
  - Procurement Forecast
- Draft response to solicitation

## Struggling Firm

- No formal infrastructure
  - No time for market research or business plan
  - No accounting system or how to cost their supplies or service
- Tries to respond to everything
- Does not believe in Procurement Forecast

# INDICATORS ? WHERE DO YOU STAND

## Successful Firm

- Performs all of the above steps prior to going live and jumping into the market for real.

## Struggling Firm

- Too busy to locate and build relationships to buyers.
- Very reactive – no thought to what to do except create chaos.
- No time for draft response to solicitation
- Ready to respond even if they know it's BAD !



# NEXT STEP

- Become a client of GTPAC

# What's the Catch?

- You must agree to our Terms & Conditions, notably:
  - Respond to our request for a report, each quarter, on whether you bid on any government contracts and, if so, whether you won any government contracts
  - Respond to our annual quality of service survey

# How to Become a GTPAC Client

- IF you completed an application on-line, then send me an email with the following;
  - Name and address of Firm
  - DUNS and or CAGE if you have one
  - NAICS Code/PSC code to set up bid match
  - Allow 72 hours for processing. Please follow up with us if no action over 7 days.

# How Can You Obtain a GTPAC Client Application Form?

- Client Application provided via e mail to all who request one. Send the email to :
- [Thomas.larkin@innovate.gatech.edu](mailto:Thomas.larkin@innovate.gatech.edu)
- I will email you a Client Application within 48 hours

**We Look Forward  
To Assisting You!**

**[www.gtpac.org](http://www.gtpac.org)**