

NCMA SMALL BUSINESS INDUSTRY DAY

## A Strategic Approach to Government Contracting

Presented By  
Dannie E. James Sr.




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## Doing Business with the Government "Strategic Approach"



"Where Business and Government Meets"

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## The Presenter

- Dannie James, Sr. – JE Group President
- 22 Years in the Military
- Serve as a Contingency DoD Contracting Officer
- 10 Years as a Gov Contracting Consultant
- 2 Years at Georgia Tech Procurement Assistance Center
- Passion for growing small businesses
- Passion for success!

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### The Presenter



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### Objectives

- Discuss the GAME
- Understand Best Practice using a 10 step methodology
- Discuss a Strategic Approach to doing business with the Federal Government
- Requirements to do Business with the Government

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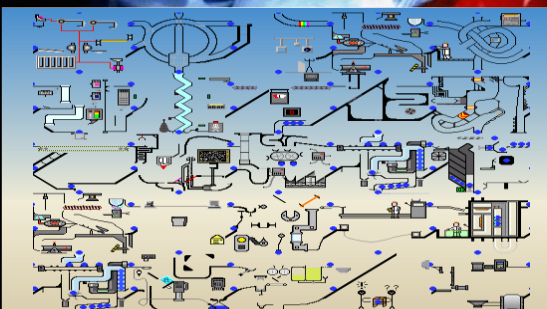
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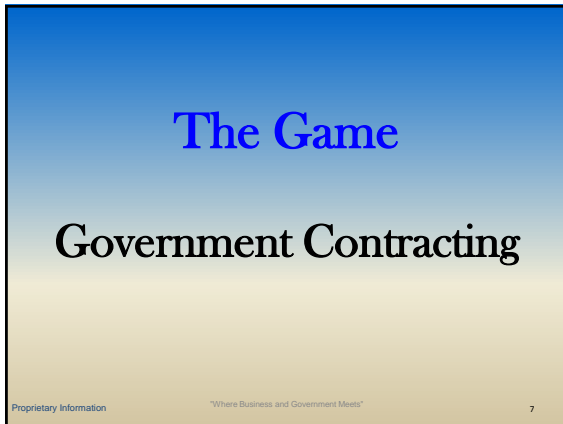
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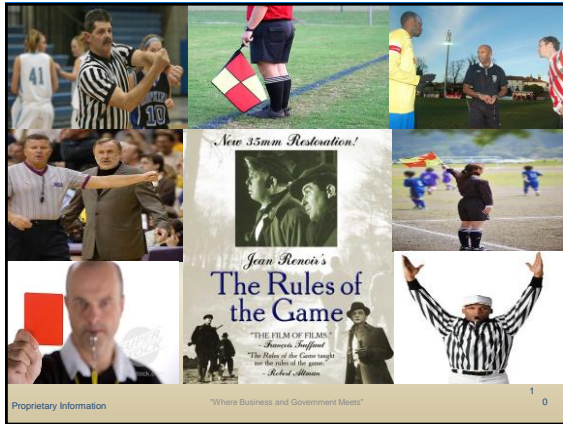
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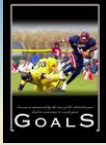
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### How do you Win the Game?

- Viable Business
- Quality product or service
- Delivered on time
- At a competitive price
- With a process Methodology
- Be Responsive and Responsible



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### Why play the Game?

- World's biggest customer
- Buys everything
- Spends billions
- Checks never bounce
- Open to any business



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### Government Presence

- **Federal**  
DOD, USAID, Dept of Commerce, Dept of State, US Trade and Development, Defense Logistic Agency, DOE, DOI etc.
- **State**  
State Procurement - 50 States 50 sets of purchasing rules
- **Local Municipal Government**  
Cities, Boroughs, Towns and Villages, Public Authorities, Airports, Hospitals, School Systems etc.
- **International**  
Europe, Middle East, South America etc.



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### The Government's Goals

- A quality product or service
- Meet set-aside goals
- Delivered on time
- At a competitive price
- **"Best Value"**



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### Federal Government Set-Aside Goals

**CURRENT POLICY**

- Federal Acquisition Regulation (FAR) 19.201 – The Government's policy is to provide "maximum practicable" prime and subcontract opportunities to small business. Goals & targets are assigned in various small business categories to ensure this policy is fulfilled.

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### Federal Agencies Statutory Goals

- 23% of prime contracts for small businesses
- 5% of prime and subcontracts for women-owned small businesses;
- 5% of prime and subcontracts for small disadvantaged businesses;
- 3% of prime and subcontracts for service-disabled veteran-owned small businesses;
- 3% of prime subcontracts for HUBZone small businesses.

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### Disadvantages



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### Advantages



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### Trends of The Game

- Outsourcing on the rise
- Consolidation of similar work
- Multiple Award Schedule Contracts
- The use of Set-Aside Programs
- Sub-Contracting Opportunities
- Teaming, Joint Venture, Partnering



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### The Strategic Approach

- Assessment
- Registration
- Relationship
- Education
- Marketing Strategy
- Prospecting
- Opportunity Response
- Performance
- Contract Compliance/Administration/Management
- Close Out and Follow Up



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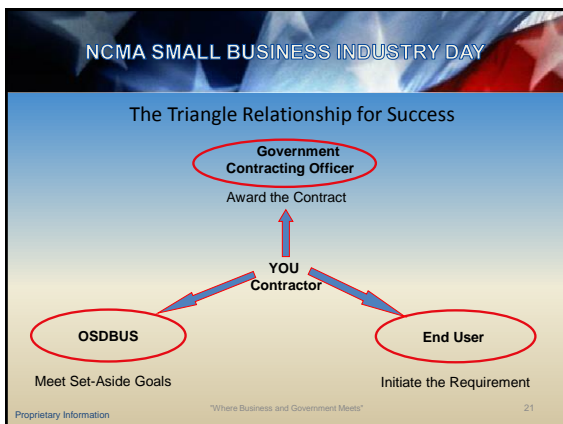
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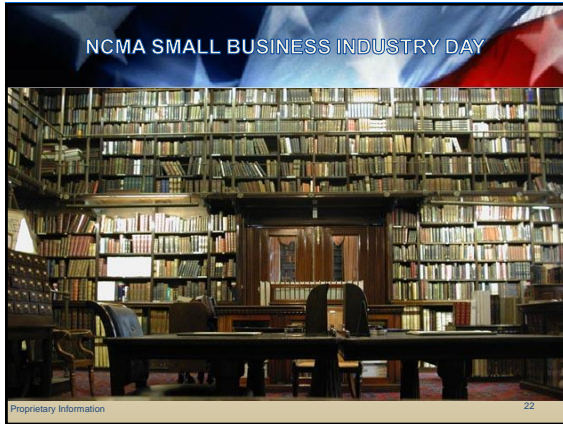
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### Marketing Strategy

- Research, Research, Research
- Network, Network, Network
- ID & target only key buying activities
- Utilize Small Business Specialist, buyers & end users
- Always take promotional material, capability statement, brochures, business cards etc.
- Determine and understand procurement cycle
- Periodically re-visit buying activities
- Attend Matchmaking Conferences/Trade Shows/Workshops



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### Marketing Strategy

- ☐ Who buys what you sell
- ☐ What they buy
- ☐ When do they buy it
- ☐ How they buy it
- ☐ In what quantity
- ☐ How do I contact them
- ☐ Learn what they do
- ☐ Review Forecast
- ☐ Review Approved Budget



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### Prospecting

- ❑ Understand where to identify opportunities and how to pursue them
  - Federal Business Opportunities
  - Procurement Notices
  - Contract Awards
  - Subcontract Leads
  - GSA/SBA/ASFI
  - State Directory/County Directory
  - Agency Sites
  - DLA
  - Forecast – Existing Contracts
  - PTAC
  - Teaming Arrangements/Joint Ventures
- ❑ Proper relationships with government officials



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### Proposal Writing

- ❑ Introduce yourself (company) in writing
- ❑ Know your customers, their problems and requirements
- ❑ Present a solution
- ❑ Highlight your company and credentials
  - Convinces the evaluators that you understand requirements
  - Convinces the evaluators that you can solve their problem(s)
  - Convinces the evaluators that you can provide value
- ❑ Convinces the evaluators that you can do the job (facts, figures, references, insights, and resumes)
- ❑ What separates you from the next company

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### Performance EXECUTE Contract per SOW and Terms and Conditions

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**Compliance | Administration | Management**

- Compensation Structure
- Payroll
- Basic record keeping
- Insurance Plan
- Property Inventory
- Administrative Contracting Officer
- Approved Special Test Equipment
- Safety Plan
- Contract Compliance Procedures
- Subcontracting Plan
- Administrative Close Out Procedures
- Drug Free Work-Place Program
- Drug Free Awareness Program
- Environmental Program
- Security Program
- Past Performance
- Required Reports

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**Contract Close Out**

- Close out brief
- Part of contract administration
- Purpose is to ensure that contractors perform in accordance with the terms, conditions, and specifications of their contracts
- Varies widely with contract type and the type of product or service procured
- Review and documentation of the fulfillment of all contract requirements.
- References
- Feedback

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**Mandatory Traits to WIN the Game**

- Develop a "Strategic Plan"
- Dedicated
- Determined
- Persistent
- Able to read & follow instructions
- Detail oriented
- Computer literate
- Appropriately aggressive
- **Passionate**



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