



Selling to the Federal Government

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Objectives:

- Understand the systems involved in government contracting
- Learn about the contracting support for small businesses provided by the Small Business Administration
- Learn more about how to increase your likelihood of obtaining contracts from the federal government and prime contractors



Understanding your Potential

The U.S. government is the largest single purchaser of goods and services in the world, awarding approximately \$500 billion in contracts every year.

- **Research Past Purchases**

- GSA Federal Procurement Data System

<https://www.FPDS.gov>

- **Identify Current Procurement Opportunities**

- Federal Business Opportunities (FBO)

www.fbo.gov



Register Your Business

System for Award Management (SAM)

- www.sam.gov
- Must keep current (updated at least annually)

You will need DUNS number & NAICS code



Federal Contract Certifications

[SBA.gov/contracting](https://www.sba.gov/contracting)

- **Self-Certifications**

 - Small Business – NAICS Codes

 - Woman-owned Business

 - Veteran-owned Business

 - Service Disabled Veteran-owned Business

 - Small Disadvantaged Business (SDB)

- **Formal Certification Programs**

 - 8(a) Business Development

 - HUBZone



Formal Certifications

- **Requires SBA Approval**
 - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
 - **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.



Market Your Firm

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events



Subcontracting Opportunities

- Directory of Large Prime Contractors
www.sba.gov/gc/sbsd.html
- System for Award Management
(www.sam.gov)
 - Search by NAICS
 - Use this list to search Federal Procurement Data System (www.fpds.gov)
 - FPDS identifies companies winning contracts
- SUB-Net
<http://web.sba.gov/subnet>



Capability Statement

- **Capabilities:** type of work you can do
- **Facilities & Equipment:** List all facilities, equipment and resources used to manufacture your products or provide your services
- **Expertise:** A brief summary of your expertise and key staff expertise
- **Codes:** List your CAGE Code, NAIC, FSC/PSC, DGS vendor number
- **Certifications:** Give your special business status and GSA number if you have one
- **Customers:** Provide a list of at least three to four of your key customers



Prepare Your Offer

- 3 Rules for a solicitation:
 - Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings
& Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!



Contract Award

- Are you Responsive?
- Are you Responsible?
 - Pre-Award Survey: Technical capability & production capability
 - Quality Assurance (QA)
 - Financial: accounts receivable, net worth, cash flow
 - Accounting System
 - System for Qualifying Suppliers
 - Packaging, Marking, Shipping





Things To Remember

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy?
When do they buy?
- **KNOW THE RULES:** Federal Acquisition Regulations; Contract requirements and specifications; How to obtain Contract history
- **PERFORM AS PROMISED:** On-time delivery,
Good Quality, at a Fair Price



Seek Additional Assistance

- **Procurement Technical Assistance Center**
LaGuardia Community College
George LLanos : (718) 482-5306
GLLanos@lagcc.cuny.edu
- **Small Business Development Centers**
SUNY Stony Brook: (631) 632-9070
sbdc@stonybrook.edu
SUNY Farmingdale: (631) 420-2765
sbdc@farmingdale.edu
- **SCORE** www.score.org