

DOING  
BUSINESS  
WITH THE  
FEDERAL  
GOVERNMENT

*Prince George's County*  
*Compliance Manager,*  
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# Are You Ready to Do Business with the U. S. Federal Government

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- ◉ Internet presence (website)
- ◉ Business Plan
- ◉ Business Insurance
- ◉ Corporate Materials
- ◉ North American Industry Classification Code (NAIC)
- ◉ Electronic Data Interchange (EDI)
- ◉ Electronic Funds Transfer (EFT)
- ◉ Financially Sound
- ◉ Resources

# Are you Ready to Do Business with the U. S. Federal Government

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- Register in Central Contractors Registration (CCR)
  - [www.ccr.gov](http://www.ccr.gov)
- Online Representations and Certifications Application (ORCA)
  - [www.bpn.gov/orca](http://www.bpn.gov/orca)
- Commercial and Government Entity Code (CAGE)
- Accept Government's Purchase Card for Payment

# Are You Ready to Do Business with the U. S. Federal Government

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- ◎ Taxpayers Identification Number (TIN)
- ◎ Data Universal Numbering System (DUNS)
  - Tel: (866) 472-7362,
  - [sbsSupport@dnb.com](mailto:sbsSupport@dnb.com)
- ◎ Appropriate Certifications and Licenses

# Getting Your Foot in the Door

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- ▶ Prime Contracting- YOU hold the contract!
- ▶ Subcontracting- a larger company holds the contract and YOU get to work on a portion of it!
- ▶ **Other Options for “Getting Your Foot in the Door--** Partner, Joint Venture or Team with a competitor!

# Standing Out Among Your Peers

- Offering 'Best in Class' customer service should be your goal (be proactive rather than reactive)
- Marketing Materials should include, at a minimum:
  - Business Card (use both sides)
  - Brochure
  - Capability Statement
  - Letterhead with matching envelopes
  - Website
- Business Card, Brochure, Capability Statement should:
  - Represent your company
  - Clearly state products/services offered
  - List certifications and Contracting Vehicles
  - Include all pertinent information (i.e., name, phone number(s), e-mail address, business address, website)

# Standing Out Among Your Peers

## (cont'd)

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- Website should consist of your company name as the domain name (e.g., [www.microsoft.com](http://www.microsoft.com), not [www.sites.google.com/microsoft](http://www.sites.google.com/microsoft))
- Website should include:
  - Client list/portfolio
  - Photo gallery
  - Key personnel
  - Mission and Vision statement
  - Contact information
- E-mail address should include company name (e.g., [mdjackson@microsoft.com](mailto:mdjackson@microsoft.com), not [microsoft@aol.com](mailto:microsoft@aol.com)) Purchased domains usually include customizable e-mail addresses.

# Doing Business with the U. S. Federal Government

## ADVANTAGES

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- ◉ Steady Customer
- ◉ Pay on time
- ◉ Largest buyer of goods and services
- ◉ Competitive bidding system
- ◉ Procurement Preference Programs

## CHALLENGES

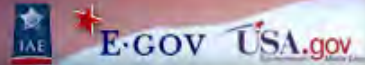
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- ◉ Red Tape
- ◉ Federal Regulations
- ◉ Must understand acquisition process
- ◉ Often difficult to establish relationships
- ◉ Must have right contracting vehicles



# FEDBIZOPPS.GOV

Federal Business Opportunities



- Home
- General Info
- News
- Opportunities
- Agencies
- Privacy



Welcome to FBO.gov, the U.S Government's one-stop virtual marketplace. Through this single point-of-entry, commercial **vendors** and government **buyers** are invited to post, search, monitor, and retrieve opportunities solicited by the entire Federal contracting community.



**Find Opportunities**  
NO REGISTRATION REQUIRED  
[Start researching now >](#)

QUICK SEARCH



[Advanced Search](#)

**DEMONSTRATION VIDEOS**

Training videos are now available to familiarize users with the features and functionality of the new FBO.

[Watch the Videos >](#)

- USER GUIDES
- [Buyer](#)
  - [Vendor](#)
  - [Engineer](#)
  - [Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.

- ADDITIONAL RESOURCES
- [FAQs](#)
  - [Business Partner Network \(BPN\)](#)
  - [Central Contractor Registration \(CCR\)](#)

## Buyers / Engineers

Post, manage, and award opportunities.

Username  [View Opportunities](#)  
No login is required to view opportunities.

Password  [Register How](#)  
[Password Reminder](#)

## Vendors / Citizens

Search, monitor, and retrieve opportunities.

Username  [Find Opportunities](#)  
No login is required to view opportunities.

Password  [Register How](#)  
[Password Reminder](#)

# Understanding the Federal Procurement Process

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- ◉ Prime Contractor (including GWAC , MAC, IDIQ, etc)
- ◉ Micro Purchases
- ◉ Simplified Acquisitions
- ◉ GSA Federal Supply Schedules
- ◉ Bankcard Purchases
- ◉ Blanket Purchase Agreements
- ◉ Subcontracting Program

# Procurement Preference Programs

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- ◉ 8(a) Program
- ◉ Small Business Program
- ◉ Hub Zone Program
- ◉ Small Disadvantaged Businesses
- ◉ Woman-Owned Small Businesses (WOSB)
- ◉ Economically disadvantaged women-owned Small Businesses (EDWOSB's)
- ◉ Veteran Owned Businesses
- ◉ Service Disabled Veteran Owned Businesses
- ◉ Subcontracting Program

# Government Wide Performance

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- Prime Contracting Achievement-2009
- Small Business – 21.89% (\$98.834 B)
- Woman Owned Small Businesses 3.68%
- Small Disadvantaged Businesses – 7.57%
- Service Disabled Veteran Owned Small Businesses 1.98%
- Hub Zone- 2.81%
- Source – SBA Procurement Scorecard- Latest Data Available

# Government Wide Performance

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- Sub Contracting Achievement 2009
- Small Business – 31.82%
- Woman Owned Small Businesses 5.44%
- Small Disadvantaged Businesses 4.49%
- Service Disabled Veteran Owned Small Businesses 1.29%
- Hub Zone- 1.71%
- Source SBA- Procurement Scorecard- Latest Data Available

# Statistical Data for Maryland

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- Maryland Federal Contract Awards- 2010
- Prime Award Spending \$60.0 Billion
- Percentage of Overall Government Spending- 2.47%
- Number of Transactions 257,408
- Source USA Spending Gov

# Statistical Data for Virginia

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- ◉ Virginia Federal Contract Awards- 2010
- ◉ Prime Award Spending \$99.3 Billion
- ◉ Percentage of Overall Government Spending- 4.09%
- ◉ Number of Transactions 285,763
- ◉ Source USA Spending Gov

# Statistical Data for District of Columbia (DC)

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- ◉ DC Federal Contract Awards- 2010
- ◉ Prime Award Spending \$30.1 Billion
- ◉ Percentage of Overall Government Spending- 1.02%
- ◉ Number of Transactions 73,096
- ◉ Source USA Spending Gov



# Where to Look for Opportunities



Follow the Money

# Where to Look for Prime/Subcontracting Opportunities

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- Churches
- Forecasts
- Agencies' Websites
- Procurement Notices
- Base Realignment and Closing (BRAC)
- Funeral Homes
- Hospitality Industry
- Military Installations
- Hospitals
- Utility Companies
- Educational Institutions
- Prime Contractors
- Small Businesses
- Local Newspapers
- Red Cross
- Non-profits
- Match Making Events

# Contracting in the Private Sector

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- ◉ Flooded with “requests”
- ◉ Must register in database
- ◉ Less Red Tape
- ◉ Difficult to obtain initial contract
- ◉ Limited time to respond to Requests
- ◉ Must understand the Process
- ◉ Know what is expected of potential suppliers
- ◉ Offer “solutions”
- ◉ No Regulations
- ◉ Relationships are “key”
- ◉ Payment is normally 45-60 days or longer

# Key Factors in the Selection of Subcontractors

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- ◉ Number of Years in Business
- ◉ Annual Revenue
- ◉ Net Worth
- ◉ Number of Employees
- ◉ Ability to obtain insurance/bonding
- ◉ References
- ◉ Past Experience (Commercial/Federal, etc)
- ◉ Preparation and Submission of Proposal
- ◉ Business/Organizational Structure

# Key Factors in the Selection of Subcontractors

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- ⦿ Safety Record
- ⦿ Reputation and Standing in Business Community
- ⦿ Training
- ⦿ Employee Retention
- ⦿ Absenteeism
- ⦿ OSHA Claims
- ⦿ Security Clearances

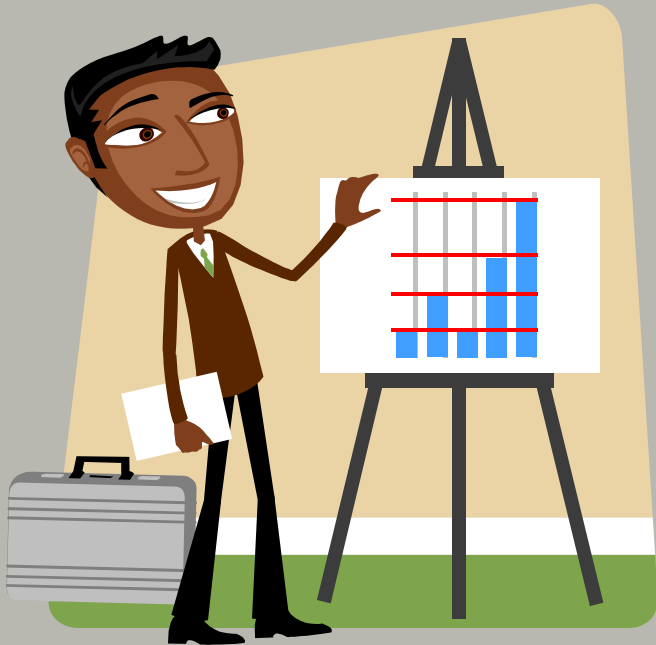
# Responding to Request for Qualifications/Proposals/Information

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- ◉ Develop a “Template”
- ◉ Know your Industry
- ◉ Identify Future Partners
- ◉ Know How to Price Proposals
- ◉ Understand the “Cancellation” Clause
- ◉ Know the Intent of the “Option” Clause

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# Market Research



# Getting the Information You Need

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Websites

Annual Reports

Local Newspapers

Budgets

Federal, State and Local Officials (Hearings, Briefings, etc)

Publications

Trade Associations, Professional Organizations

Federal Government ([www.FedSpending.gov](http://www.FedSpending.gov))



# Market Research... A Powerful Tool

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## ◎ Federal Procurement Data System – Next Generation (FDPS-NG) :

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

- 13 million records dating back to 1979
- Standard and Custom Reports
- No charge except reseller
- Self Service System

Note: Global Computer Enterprises Inc. operates the system.

# Market Research (Cont'd)

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- Budgets-Federal, State, Local Governments
- Private sector research firms
- Annual Reports
- Read and Subscribe to the “Right Publications”
- **Information available from**  
**[www.FedSpending.org](http://www.FedSpending.org)**
  - 5 Known congressional districts where work is performed
  - State Ranking
  - Listing of Contractors
  - Listing of Transactions
  - Top 5 Products/Services Purchases
  - Trend for the Federal Spending

# Marketing Tips!



# Marketing Strategies and Techniques

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Getting in touch and marketing to the agencies buying your products and/or services

- Targeted Outreach Events
- Pre-Proposal/Pre-Solicitation Conferences
- Industry Day
- Annual Conferences
- Referrals
- Trade Associations/Professional Organizations
- Monthly Counseling Sessions
- Small Business Representatives
- SBA's Procurement Center Representatives

# Marketing Strategies and Techniques

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- ◉ Provide Quality Work and Services
- ◉ Have Multiple Contracting Vehicles in Place
- ◉ Diversify Your Client Base
- ◉ Define Your “Target Market”
- ◉ Be Accessible
- ◉ Look for “Teaming Partners” and “Mentors”
- ◉ Request Debriefings and Scope Reviews

# Marketing Strategies and Techniques (cont'd)

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- ◉ Know your competitors, customers and potential customers;
- ◉ Consider contracts at all levels (\$\$\$)
- ◉ Hire the right people to market your products/services
- ◉ Build alliances and reach out to your competitors
- ◉ Know what programs you qualify for and get certified, if appropriate;
- ◉ Learn the process, terminology, contract terms and conditions, etc.

# Marketing Strategies and Techniques (cont'd)

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- ⦿ Read the complete proposal document
- ⦿ Bid only on projects you can bond or finance
- ⦿ Respond to inquiries promptly
- ⦿ Develop and rehearse your Elevator Speech
- ⦿ Develop a mindshare and create an attachment
- ⦿ **Patience, Patience and More Patience**

# Know What's Going on in YOUR Industry and Get Connected





# Networking Opportunities

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- **Business Networking Sessions**
- **Trade Shows**
- **Webinars**
- **Forums, Workshops**
- **Conferences**
- **Training Sessions**
- **Pre Proposal/  
Pre-Solicitation  
Conferences**
- **Pre-Bid Conference**



# Subscribe, Read and Advertise in the Right Publications



# Subscribe and Advertise

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- ◉ Military Times – [www.militarycity.com](http://www.militarycity.com)
- ◉ Armed Forces Journal – [www.afjl.com](http://www.afjl.com)
- ◉ Federal Times – [www.federaltimes.com](http://www.federaltimes.com)
- ◉ Stars & Stripes – [www.stripes.osd.mil](http://www.stripes.osd.mil)
- ◉ Government Executive – [www.govexc.com](http://www.govexc.com)
- ◉ Military Weekly Report – [www.imcea.com](http://www.imcea.com)
- ◉ MarkeTips – [www.gsa.gov/marketips](http://www.gsa.gov/marketips)
- ◉ Veterans Business Journal [www.vbjonline.net](http://www.vbjonline.net)

# Subscribe and Advertise

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- ◉ Washington Technology – [www.washingtontechnology.com](http://www.washingtontechnology.com)
- ◉ Federal Computer Week – [www.fcw.com](http://www.fcw.com)
- ◉ Government Technology – [www.govtech.net](http://www.govtech.net)
- ◉ Defense News – [www.defense.com](http://www.defense.com)
- ◉ Government Computer News – [www.gcn.com](http://www.gcn.com)
- ◉ Roll Call – [www.rollcall.com](http://www.rollcall.com)
- ◉ Set-Aside Alert – [www.setasidealert.com](http://www.setasidealert.com)

# Trade Associations/Professional Orgs.

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- MD/DC Minority Supplier Development Council [www.mddccouncil.org](http://www.mddccouncil.org)-301-592-6700
- South County Economic Development Association-301-292-7808-  
<http://scedainc.org/off>
- U. S. Hispanic Chamber of Commerce  
[www.usbcc.com](http://www.usbcc.com) – 202-842-1212

# Trade Associations/Professional Orgs.

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- Prince George's County Chamber of Commerce [www.pgcoc.org](http://www.pgcoc.org)- 301-731-5000
- Prince George's County Black Chamber of Commerce [www.pgblackchamber.org](http://www.pgblackchamber.org)
- Minority Builders Industry Association (MBIA) [www.mbiaonline.com](http://www.mbiaonline.com) or e mail [info@mbiaonline.com](mailto:info@mbiaonline.com)- Tel#301-627-5417

## Trade Associations/Professional Orgs.

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- U.S. Pan Asian American Chamber of Commerce [www.uspaacc.com](http://www.uspaacc.com)  
-1-800-696-7818 or 202-296-5221
- Coalition for Government Procurement  
[www.coalgovpro.org/](http://www.coalgovpro.org/)
- The American Small Business Coalition [www.theasbc.org/](http://www.theasbc.org/)

# Trade Associations/Professional Orgs.

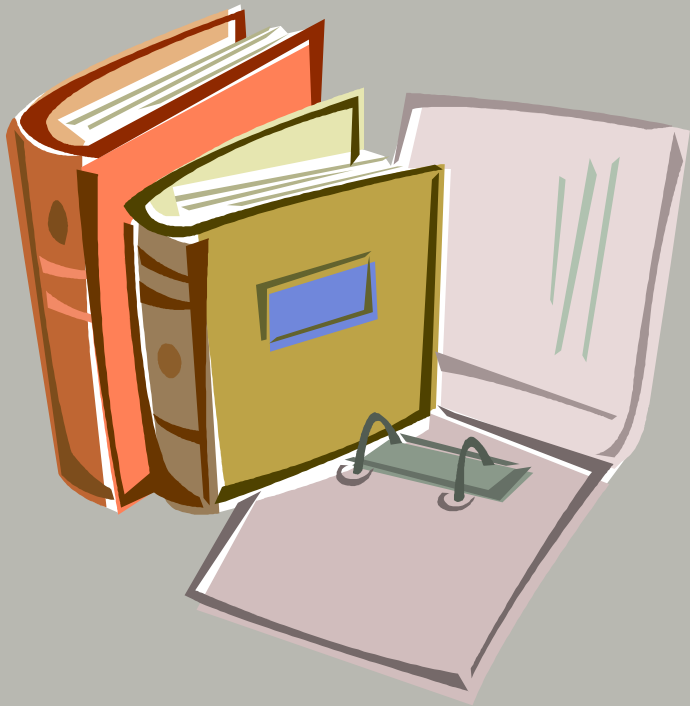
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- ◉ National Association of State Procurement Officials - [www.naspo.org](http://www.naspo.org)
- ◉ The Directory of Professional, Business, and Trade Associations - [www.marketingsource.com](http://www.marketingsource.com)
- ◉ Airport Minority Advisory Council (AMAC) – [www.amac-org.com](http://www.amac-org.com)
- ◉ Tel# 703-414-2622



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# Resources



# U. S. Small Business Administration (SBA)

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Washington, D.C. District Office

Serving the Washington Metropolitan Area

740 15<sup>th</sup> Street, N.W.- Room 300

Washington, DC 20005

Telephone Number 202-272-0345

Website: [www.sba.gov](http://www.sba.gov)

**Hours of Operation 8:00 AM-4:30 PM**

# U. S. Small Business Administration (SBA)

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## **SBA Answer Desk**

6302 Fairview Road, Suite 300

Charlotte, North Carolina 28210

**1-800-U-ASK-SBA (1-800-827-5722)**

Send e mails to [answerdesk@sba.gov](mailto:answerdesk@sba.gov)

Answer Desk TTY: **(704) 344-6640**

TTY directory (Text) or (PDF) Spanish

# Federal Resources

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- SBA – Locate your local SBA Office
  - <http://www.sba.gov>
- Procurement Technical Assistance Centers
  - <http://www.sellingtothegovernment.net>
- Office of Small & Disadvantaged Business Utilization
  - <http://www.osdbu.gov>
- Small Business Development Centers
  - <http://www.sba.gov/sbdc>
- Minority Business Development Centers
  - <http://www.mbda.gov/mbdc>

# Federal Resources (Cont'd)

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## ◉ Federal Business Opportunities

- [www.FBO.gov](http://www.FBO.gov)

SUB-Net U.S. Small Business Administration  
Subcontracting Network

<http://web.sba.gov/subnet>

## ◉ Selling to the U.S. Federal Government

- [www.sellingtothegovernment.net](http://www.sellingtothegovernment.net)

# Federal Resources (Cont'd)

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- ◉ The Federal Marketplace
  - [www.fedmarket.com](http://www.fedmarket.com)
- ◉ SUB-Net U.S. Small Business Administration Subcontracting Network
  - <http://web.sba.gov/subnet>
- ◉ Business.Gov
  - [www.business.gov](http://www.business.gov)
- ◉ Federal Access
  - [www.fedaccess.com](http://www.fedaccess.com)

# Federal Resources (Cont'd)

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- ◎ SCORE “Counselors to America’s Small Business” Score Counselor in Prince George’s County Norma Odoms 301-583-4603 [www.score.org](http://www.score.org)
- ◎ Women Biz
  - [www.womenbiz.gov](http://www.womenbiz.gov)
- ◎ Department of Defense Mentor-Protégé Program
  - [www.acq.osd.mil/sadbu/mentor\\_protege](http://www.acq.osd.mil/sadbu/mentor_protege)

# Federal Resources for Vets

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Veteran Entrepreneurs

Center for Veterans Entrepreneurs

Washington DC Metropolitan Area 202-303-3260

Toll Free 866-584-2344

Fax 202-254-0238

E Mail [VACVE@va.gov](mailto:VACVE@va.gov)

Website <http://www.vetbiz.gov>

Mailing Address

U. S. Department of Veterans Affairs

Center for Veterans Enterprise (OOVE)

810 Vermont Avenue, N.W.

Washington, DC 20420



# Resource Directory

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- **The U. S. Government Manual**

**Contact:**

**U. S. Government Printing Office**

**Cost \$29.00**

**Stock# 069-000-00168-8**

**Visit: <http://bookstore.gpo.gov>**

# Vendor Databases



- Central Contractor Registration [www.ccr.gov](http://www.ccr.gov)- Register on Dynamic small Business Search. SBA's Pro-Net database was combined with DOD's Central Contractor Registration database. Small Businesses now must register only once, in CCR, which is the Government's official database. (Note: To find a small business, use the Dynamic Small Business Search button--look closely, it's on the left hand side of the CCR home page.)

- MBDA Phoenix-Opportunity Database - [www.mbda.gov](http://www.mbda.gov)

- SBA's Subcontracting Opportunities Directory located at <http://www.sba.gov/services/contractingopportunities/basics/subcontracting/index.html>

# Next Steps

- Join an organization
- Update your “Marketing Materials”
- Hire the right people to market your products/services
- Define your “Target Market”
- Make your business known
- Look for Teaming Partners, Mentors, etc.
- Penetrate existing customer base
- Build Alliances and reach out to your “Competitors”
- Attend outreach events and “Get Connected”



# NETWORK

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# Relationships

# Access

# MARKET

# Past Performance

# Contact Information

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