



RESOURCES FOR Small Business SUCCESS


Construction Bid Opportunities, February 19, 2009

Presented By:

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SCORE Chapter One

SCORE[®]
Counselors to America's Small Business



Today's Topics



- A Look at the Small Business Economy
- How to be a More Successful Federal Contractor
- Build Your Business Network
- SCORE Services to Aid Business Success
- SCORE America's Trusted Business Advisors
- SCORE Chapter one

BUSINESS DEVELOPMENT IN THE FEDERAL GOVERNMENT SECTOR



- GENERAL: The following guidelines are designed to assist individuals and firms that have few or no clients in the Federal Government Sector.

PHASE 1: Establish your company in the private sector



- 1. Establish your corporate qualifications (past performance) in the private sector to demonstrate to potential Federal gov. clients that there would be a low risk in selecting your firm for a contract.**
- 2. In start-up firms the past performance of the firm is found in individual resumes of the President/ CEO, any partners, employees or associates.**
- 3. Learn to develop, deliver and make a profit on contracts you negotiate.**

PHASE II: Preparation for Federal government contracting



1. The Federal government uses D-U-N-S numbers to uniquely identify vendors in their data bases. These numbers can be obtained at no charge from Dun & Bradstreet. (www.dnb.com)
2. Obtain a North American Industrial Classification System (NAICS) code for the product or service offered by your firm (www.census.gov/epcd/naics07)
3. For Department of Defense contract opportunities obtain a Federal Supply Classification Code (FSC). (www.dlis.dla.mil/h2)
4. Central Contractor Registration (CCR). Register your firm since the CCR makes information about the firm available to all government users. (www.ccr.gov).

PHASE II: Preparation for Federal government contracting (cont)



- 5. On-Line Representation and Certification Application (ORCA).** ORC was developed to replace most of the paperwork based “Representations and Certification” process known as Section K of a government contract solicitation. Register your firm at <https://orca.bpn.gov/login.aspx>.
- 6. Commercial and Government Entity (CAGE) code.** The CAGE code provides for a standardized method of identifying a given facility at a specific location. This code is assigned by the Federal government. Register your firm at (www.ccr.dlis.dla.mil).

PHASE II: Preparation for Federal government contracting (cont)



7. For a list of procurement web sites by agency visit- (www.sba.gov/GC) and click on “Resources and Opportunities”.

8. Build your competitive position by registering for all small business preference programs for which the firm is qualified. Visit the SBA web site at (www.sba.gov/aboutsba/sbaprograms) for a discussion of all the Federal government small business preference programs.

9. Standard Industrial Classification Code. At least one SIC is required for the completion of the CCR.
www.osha.gov/oshstats/sicscr.html

PHASE III: Basic Questions to be Asked In PHASE IV



- 1. Does the organization buy what my firm sells?**
- 2. How does the organization buy what my firm sells?**
- 3. When does the organization buy what my firm sells?**
- 4. Who is the organizations buyer of my product or services?**

PHASE IV: Creating Your Business Development Plan



- 1. It is the starting point for revenue generation.**
- 2. The Business Development Plan feeds the Business Plan.**
- 3. Business Development is the primary “face” to the customer.**
- 4. It should identify potential customers, funding, start date, date of Request for Proposal, competition etc.**
- 5. It should compile the firm’s past performance.**

PHASE V: Executing Your Business

Development Plan



1. Use online data bases to do your homework. Half the battle is finding out who has the money. The other half of the battle is finding out who makes the decision to spend the money.
2. Research contract opportunities greater than \$25K at the FEDBIZOPPS web site (www.fbo.gov) to identify government offices that have contract opportunities identifying requirements for the services/products provide by your firm.
3. Research contract opportunities for opportunities less than \$ 25K at the Federal Procurement Center. (www.fpdc.gov).

PHASE V: Executing Your Business Development Plan (Cont.)



4. Focus on at least three government offices that have posted contract opportunities on FEDBIZOPPS or at the Federal Procurement Center that requires services/ products provided by your firm.

5. After three government offices have been selected for focused marketing efforts, visit their web sites and sign up for email notifications of their contract opportunities. This action will save time in that there will be no requirement to read thru the entire FEDBIZOPPS every day. For example, if the Federal aviation Administration was one of the selected government agencies, go to www.asu.faa.gov/faaco.index and click on “Register for FAA Source Net” to receive daily email notifications of FAA contract opportunities.

PHASE V: Executing Your Business Development Plan (Cont.)



6. Visit the web sites of the three Federal government offices that you selected for focused marketing efforts to obtain the schedules and locations of Small Business Conferences and Forums sponsored by the agency Office of Small Business Utilization. These annual and semi-annual conferences and forums are designed to help small businesses establish contacts with agency Program Managers and Project Managers having requirements for the services provided by the firm. The object of attending the Conference/Forum is to secure an appointment to see the Program Manager /Project Manager at a later date in their office where they can be briefed in detail on how the firm's services can assist them in accomplishing their agency mission.

PHASE V: Executing Your Business Development Plan (Cont.)



7. Learn how the government does business by studying the Federal Acquisition Regulation (FAR) and for Federal Aviation Administration opportunities, the FAA's Acquisition Management System.

8. Start your Business Development early- before the release of the Request for Proposal or in the case of the FAA – the Selected Information Request (SIR). Discuss planned/potential contract opportunities with the Program/ Project Managers having requirements for your firm's core capabilities.

9. Set up an appointment with the Small Disadvantaged Business Utilization offices that support the government offices you have identified in paragraph 4 above.

SCORE Services To Aid Your Business

The SCORE Web Site Offers A Learning Center & Business Toolbox



PHASE V: Executing Your Business Development Plan (Cont.)



- 10. During your visit at each of the Small Disadvantaged Business Utilization offices, request an introduction to the contracting office procurement individual(s) that provide contracting support to the government offices identified in paragraph 4 above.**

- 11. During your visit to the contracting/ procurement office, brief them on your firm's core competencies. Do not attempt to be all things to all people. Concentrate on the one thing that the firm does well. In addition, request an introduction to the Program/ Project Manager you have identified in paragraph 4 above who has requirements for the services/products provided by your firm. Provide a copy to the contracting office/procurement official of your firms brochure or tailored information briefing.**

PHASE V: Executing Your Business Development Plan (Cont.)



12. Think Business Development-not sales. Sales is going after an opportunity. Business Development is creating your own opportunities.

13. Go to the web sites of the targeted government offices and study the missions of the offices. Make sure your tailored briefing informs these Program Managers/ Project officers how your firm's core competencies can assist in the accomplishment of their mission.

14. Engage an Accountant who is familiar with Federal Government contracting to act as your advisor. Also engage a Lawyer who is familiar with government contracting to act as another advisor.

PHASE V: Executing Your Business Development Plan (Cont.)



15. Market your firm as a subcontractor to proven government contractors as a way of learning the business of Federal government contracting. Subcontracting opportunities can be pursued as follows:

- a. Directory of Large Prime Contractors-
www.sba.gov/GC/indexcontacts-sbad.html**
- b. SUB-Net- <http://web.sba.gov/subnet>**

16. Set your sights on becoming a prime contractor to the Federal government by developing a “track record” of successfully subcontracting on Federal government contracts.

SCORE Chapter One



SCORE Helps Local Entrepreneur Succeed

“ I can meet with someone about trouble with employees or questions about lawyers and accountants you can’t pose to them”

Amy K. Frey

President, ATC International

Silver Spring, Maryland

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SCORE Helps Local Entrepreneur Succeed

“Thank you for taking the time to review our business plan and offering advice and suggestions as to what steps we should take to make Nutritionally Yours ” a success”

Mike Herbert

President, Nutritionally Yours

Springfield, Virginia



SCORE Chapter ONE - Workshops

- **General Workshops:**
 1. **How to Start a Business**
 2. **Record Keeping-Accounting for a Small Business**
 3. **Writing a Winning Business Plan**
 4. **Small Business Loans**
- **Selling to the Federal Government:**
 1. **Preparing a Winning Proposal**
 2. **Business Development in the Federal Sector**
 3. **GSA Schedules**



SCORE Chapter One- Workshops

- **Specialized Workshops:**
 1. **Successful Exporting**
 2. **Do-It-Yourself: Marketing that Really Works**
 3. **How to Repair & Keep Your Credit**
 4. **Tips & Strategies for Getting Your Small Business Online**
 5. **Drive Customers to Your Web Site With Online Marketing**
- **Workshop Information:**

Listings & Registration:
www.scoredc.org



SCORE Chapter One -Counselor Locations

- **District of Columbia:**

1. MLK JR.Library: Enhanced Business Information Center (E-BIC)
2. 740 15th Street, NW

- **Maryland/Montgomery County:**

1. Montgomery Chamber of Commerce
2. Silver Springs Chamber of Commerce
3. Wheaton-Kensington Chamber of Commerce
4. Olney Chamber of Commerce
5. The Rockville Library Business Center

- **Maryland/Prince Georges County:**

1. Prince Georges County Small Business
Assistance Center

SCORE Chapter One -Counselor

Locations

- **Northern Virginia:**

1. Arlington Economic Development
2. Fairfax County Economic Development
3. Greater Reston Chamber of Commerce
4. Herndon Dulles Chamber of commerce
5. Prince William County George Mason Enterprise Center

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