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**ARE YOU READY TO MARKET TO THE GOVERNMENT?**

**IDENTIFY YOUR PRODUCT/SERVICE**

FEDERAL SUPPLY CLASSIFICATION CODE (FSC) OR PRODUCT SERVICE CODE (PSC):

**EX:** D302 ADP systems development services  
<http://www.dlis.dla.mil/h2> or <http://www.fbo.gov>

**IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES**

**EX:** 541512 Computer Systems Design Services  
<http://www.census.gov/eos/www/naics/>

**DETERMINING SBA SIZE STANDARD**

**EX:** 541512 \$25M average annual receipts preceding 3 yrs

**NOTE:** There is a separate size standard for each NAICS.

<http://www.sba.gov/category/navigation-structure/>

**SBA DYNAMIC SMALL BUSINESS SEARCH**

SBA's PRO-Net & CCR merged in December 2002. When registering in CCR, select "small business" & a sub-set of your CCR data will be sent to SBA for size validation and inclusion in DSBS.

- Recommend updating profile when renewing CCR information
- Complete a Quality profile
- Government uses DSBS to:
  1. Perform market research to locate 8(a)/HUBZone/SDVOSB/EDWOSB/small business primes
  2. Verify small business reps & certs for primes, proposed subcontractors, & prime subcontracting program compliance reviews
- Industry uses DSBS to:
  1. Locate subcontractors/teaming partners
  2. Verify small business subcontractor reps & certs

[http://dsbs.sba.gov/dsbs/search/dsp\\_dsbs.cfm](http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm)

**DATA UNIVERSAL NUMBERING SYSTEM (DUNS)**

- Mandatory for registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 1 day; telephone request takes ~ 10 minutes
- Unique 9 digit identification # for each location/address & each legal division
- List sold to other companies; must contact D&B to request removal from marketing list  
<http://fedgov.dnb.com/webform/>  
OR 866.705.5711

**CENTRAL CONTRACTOR REGISTRATION (CCR) (linked to DSBS)**

- Mandatory to receive DoD prime contract
- Allows electronic payment  
⇒ *Must renew annually or expires*
- Automatically assigns a Commercial & Government Entity (CAGE) Code
- Automatically assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Information Retrieval System, etc)  
<http://www.bpn.gov/ccr/>

**ONLINE REPS & CERTS APPLICATION (ORCA)**

Effective 1/1/2005, FAR 4.12 mandated prospective contractors to complete electronic annual representations & certifications via ORCA when registering in CCR.

- Must have an active record in CCR to register
- Need Marketing Partner ID (MPIN) from CCR
- Update minimum every 365 days  
<http://www.bpn.gov> OR <http://orca.bpn.gov/>

**WIDE AREA WORKFLOW-RECEIPT & ACCEPTANCE (WAWF-RA)**

WAWF is a secure web-based system for electronically processing invoices, receipts & acceptance documents being deployed DoD-wide.

<https://wawf.eb.mil>

Web-based training for vendors is available with an overview of the WAWF system:

<http://www.wawftraining.com/>

**LOCATING DoD CUSTOMERS/OPPORTUNITIES:** Report issued each fiscal year of products and services purchased by DoD sorted by procurement Classification Code including name & location of buying office, number of actions & dollars:  
[http://siadapp.dmdc.osd.mil/procurement/historical\\_reports/statistics/procstat.html](http://siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/procstat.html), then scroll down to "ST28."

### USE AVAILABLE RESOURCES

#### SMALL BUSINESS ADMINISTRATION (SBA)

- Counseling - in person, email
- Small business certifications
- Financial Assistance
- Training (online, classroom, free or low cost)

#### SMALL BUSINESS DEVELOPMENT CENTERS

- Counseling
- Small business management assistance
- Training (classroom, free or low cost)

#### PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACs)

- Counseling - in person, email
- Registration assistance
- Bid-matching
- Training (online, classroom, free or low cost)

#### SERVICE CORPS OF RETIRED EXECUTIVES

- Counseling - in person, email, field visit
- Training (classroom, free or low cost)

#### SMALL BUSINESS PROGRAM OFFICES

- Located at every DoD & Federal buying activity
- All DoD

### IN PERSON: THE PITCH

- Have three marketing "presentations" ready at all times
  - "Elevator speech"
  - One page capability sheet
  - Full Capability presentation
- Know your audience
- Be focused & be brief
  - Stand out from the crowd!
- How can the customer benefit from doing business with you?"?
- What problems/challenges do you solve for your customer?
- One page capability sheet
  - Few graphics
  - Company name, website, contact info, locations, small business categories, CAGE code
  - Certifications
  - NAICS & capabilities
  - DoD/Federal/State & local contracts with POC info
  - Significant subcontracts with POC information
  - GSA contracts (if any)

### EMAIL MARKETING

- Send to the right customer! Frequency?
- Marketing pitch, virus or SPAM? Include subject line & content in body of email, not just an attachment
- Be brief - use your one page capability sheet
- Limit graphics - oversized attachments may be stripped
- Stand out from the crowd!
- How can the customer benefit from doing business with you?
- What problems do you solve for your customer?
- The following attachments may be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .gif, .scr, .vbs, and .zip

### FEDBIZOPPS

DoD & Federal contracting activities synopsise *most* proposed requirements & contract awards >\$25,000 in

Active or archive search by dates and/or:

- Types of Notice
- Solicitation number or contract number
- Place of performance zip code
- Set-aside type
- FSC/PSC/NAICS
- Key words
- Selected agencies

Register for Vendor Notification Service by:

- Specific solicitation number
- Same selections as above
- procurement notices ( )

### KNOW YOUR COMPETITORS

- Who are they?
- What are their strengths? Weaknesses?
- Review their brochures, websites, DSBS profiles.

### TARGET THE RIGHT CUSTOMER

- Develop a Business Plan and Marketing Plan
- Who are your potential customers? Which agencies' activities?
- What are their needs? Challenges? Review websites!
- Know your limits!
- Know your customers regulations/procedures

### TOOLS

- Acquisition Central - Federal Acquisition Regulations (FAR)
- Defense Federal Acquisition Regulation Supplement
- Small Business Training Network