



MARKETING TO THE DEPARTMENT OF DEFENSE: *THE BASICS*

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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://fpdcapp.gsa.gov/pls/fpdsweb/PscWiz>

IDENTIFY YOUR NORTH AMERICAN INDUSTRY CLASSIFICATION CODES

EX: 541512 Computer Systems Design Services

<http://www.census.gov/epcd/www/naics.html> or website below

DETERMINE SBA SIZE STANDARD

EX: 541512 \$23M average annual receipts preceding 3 yrs

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

<http://www.sba.gov/services/contractingopportunities/sizestandardtopics/index.html>

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory before registering in CCR
- Provided by Dun & Bradstreet (D&B); free
- Web request & receive within 1 day; telephone request takes approximately 10 minutes
- Unique 9-character identification number 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/displayHomePage.do>
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 and 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.ccr.gov>

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 & inclusion in DSBS.

- *Update profile every 18 months*
- Complete a *QUALITY* profile
- Government uses DSBS to: (1) perform market research to locate 8(a)/HUBZone/SDVOSB/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://www.ccr.gov> & click on "Dynamic Small Business Search"

"The survival of small business is essential to our Homeland Defense."
President George W. Bush, October 24, 2001

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 Marking Partner ID (MPIN) from CCR
- Update minimum every 365 days

<http://www.bpn.gov> OR <https://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. As of 7/1/2005, DFAS will no longer accept or pay paper invoices. <https://wawf.eb.mil>

Web-based training for vendors is available with an overview of the WAWF system: <http://www.wawftraining.com>

Optional vendor two day training conference: <http://www.fgrrb.org>

LOCATING DoD CUSTOMERS/OPPORTUNITIES: Report issued each fiscal year of products & services purchased by DoD sorted by Procurement Classification Code including name & location of buying office, number of actions & dollars: http://siadapp.dior.whs.mil/procurement/historical_reports/statistics/procstat.html & scroll down to "ST28"

USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION (SBA)**
 - o Counseling – in person, email
 - o Small business certifications
 - o Financial Assistance
 - o Training (online, classroom, free or low cost)

<http://www.sba.gov>
- **SMALL BUSINESS DEVELOPMENT CENTERS**
 - o Counseling
 - o Small business management assistance
 - o Training (classroom, free or low cost)

<http://www.sba.gov/sbdc>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - o Counseling – in person, email
 - o Registration assistance
 - o Bid-matching
 - o Training (online, classroom, free or low cost)

<http://www.dla.mil/db/procure.htm>
- **SERVICE CORPS OF RETIRED EXECUTIVES**
 - o Counseling – in person, email, field visit
 - o Training (classroom, free or low cost)

<http://www.score.org>
- **SMALL BUSINESS PROGRAM OFFICES**
 - o Located at every DoD & Federal buying activity
 - o All DoD: <http://www.acq.osd.mil/osbp> & click on “Links” or “Doing Business with DoD” & “DoD Small Business Specialists”
- **SMALL BUSINESS LIAISON OFFICERS (SBLO)**
 - o DoD Major Prime Contractors Directory with SBLOs at <http://www.acq.osd.mil/osbp/> & click on “Doing Business with DoD”

FEDBIZOPPS

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

- Active or *archive* search by dates and/or:
 - o Type of Notice
 - o Solicitation number or contract number
 - o Place of performance zip code
 - o Set-aside type
 - o FSC/PSC/NAICS
 - o Key words
 - o Selected agencies
- Register for Vendor Notification Service by:
 - o Specific solicitation number
 - o Same selections as above
 - o **All** procurement notices (*caution*)

<http://www.fedbizopps.gov>

NETWORK! NETWORK! NETWORK!

Learn to recognize a good marketing & networking opportunity when you see it!

IN PERSON: THE PITCH

- Have *three* marketing “presentations” ready at all times:
 - o “Elevator speech”
 - o One page capability sheet
 - o 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
 - o Few graphics
 - o Company name, website, contact info, locations, small business categories, CAGE Code
 - o Certifications
 - o NAICS & capabilities
 - o DoD/Federal/State & local contracts with POC info
 - o Significant subcontracts with POC info
 - o 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 **not** be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .shs, .vbs, .vbe, and .zip

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
 - o Acquisition Central
 - o Federal Acquisition Regulations (FAR) & Agency Supplemental Regulations
 - o <http://www.acquisition.gov>
 - o Defense Federal Acquisition Regulation Supplement
 - o <http://www.acq.osd.mil/dpap/>
 - o Business Gateway Initiative (>25 agencies, 94 websites)
 - o <http://www.Business.gov>
 - o SBA Small Business Training Network (free courses)
 - o <http://www.sba.gov/services/training/index.html>