

HELPFUL HINTS TO ENHANCE YOUR SBA FIRM PROFILE

Slide 2: While these are helpful hints and suggestions, you need to do what is best for your business regarding your strategic business plan. This does not guarantee you getting a contract; however, we hope that it puts you on the radar when doing market research for potential set-aside opportunities. It also assists small business specialists in getting procurements set-aside as well. Bottom-line: The more information you provide the better.

Slide 3: Keep your profile up-to-date. We suggest every 90 days. If nothing has changed, go in to the system, change something and change it back the next day so that the date will change. By not updating and keeping things current, it would suggest to the government that you are not working.

Make sure you provide an e-mail address, a web page (if applicable) and be aware of E-Mall. E-Mall is the DOD's answer to the GSA schedule. If you have an IDIQ (BOA, SABER, BPA, etc.) check with your contracting officer to see if E-Mall is a good fit or is required for your contract.

Slide 4: Keep items current. Sometimes your average annual gross revenue and/or the number of employees (depends on the NAICS code) is utilized to determine if your firm is able to handle the current procurement opportunity. Some firms put in \$1 dollar. Be honest as this could affect your SB status and/or your potential opportunities.

State if you accept Government Credit Card and if you have a GSA contract. If you have a GSA contract, you should be able to provide a link to your contract under GSA advantage for that block. Always fill out "yes" and "no" questions. Do not leave blanks.

Slide 5: While these categories are self-certifying, if you fit the category, be sure to "check" the box. USACE has goals for these areas as well, therefore when all things being equal, the more certifications you have the more it might increase an opportunity.

Always fill out "yes" and "no" questions. Do not leave blanks. Provide a Current Principal(s).

Slide 6: You do not control the first 4 categories on this slide, SBA does. The federal government does not utilize DBE Certification or other non-Federal Government Certification categories; however, it would be prudent to add all your certifications as other non-federal agencies might utilize the Dynamic Small Business Search when doing their market research.

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Under Non-Federal Certifications, you might want to put your job-specific certifications, for example, A/E firms should put PE and RA for each state, Safety certifications, etc.

Slide 7: NEVER leave your capabilities narrative blank. Do not state that you are, for example, the following:

Company name is an 8(a), women-owned, service-disabled veteran, HUBZone, minority firm.

We already know that based on other areas within your profile. By eliminating excessive words, you can really concentrate on the “meat” of your business. You are only given so much character space, so use the most of it.

If you have special equipment and/or material put it in there. You might also want to use this space to continue your capabilities narrative.

For some 8(a) mentor-protégé J/Vs, you should have a second profile created; however, SBA will not mark the J/V profile as 8(a), and therefore your J/V will not show up when performing market research for the procurement at hand. We suggest that you state in your capabilities narrative that you have a J/V and with what firm for your 8(a) profile. Also, based on your J/V agreement, use the mentor’s bonding capacity (whatever you and your mentor has determined based on your agreement), so that you do show up on the radar.

Business Type: Never leave this blank. Provide the type of business that you offer. Is it construction, services, research and development or manufacturing? Sometimes the government will use business type to look at the current market. Many firms utilize many NAICS, so sometimes we will utilize this as search criteria to get a more appropriate group to work with...for example, IT firms use construction and/or engineering NAICS, but show no construction or A/E experience.

Bond: Make sure this is up-to-date and accurate; this is mainly for construction projects. If you state under your NAICS code that you provide construction, then you need to have bonding. Bonding requirements are as follows:

- <\$100K – 100% performance and payment bonds
- \$25K-100K – 100% payment bond (preferred by USACE, FTW)
- >\$25K – no bond required.

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Slide 8: NAICS – Put in as many codes as you can (good idea to back up your NAICS with references of performed work). If you are an 8(a) firm, you will need to check with your Business Development Specialist before adding them.

Keywords – Put in as many keywords as possible. Use one word with a comma and space, however, if a known keyword in the industry is actually 2 words, put it in. Examples...under environmental consulting services...keyword, NEPA, endangered species, HTRW, etc. Never abbreviate a word, like “demo”, spell out “demolition.” For example in construction, put the disciplines that it takes to build a building (foundation, roofing, HVAC, etc.) and then provide building types (schools, offices, barracks). IT firms should use keywords like SIPR/NIPR or other-type terms.

There are only so many characters that you get, therefore, if you run out of room, put the remaining keywords in your narrative capabilities statement and/or special equipment.

Never repeat the same keyword under your “narrative capabilities” category, however, you might want to use similar keywords, for example, when using “medical”, you might want to use “clinic”, “healthcare” or “hospital” because you never know how an agency will utilize the keywords. Think about using IDIQ or BOA, or BPA as examples if you have these types of contracts. Another keyword is “Design-Build”. At a minimum, put in “design” as you don’t know how agencies will search for “design-build”. For example, they might search for “design/build” or “design&build.”

Slide 9: Be aware of how to search for a NAICS code. -- [provide in-class search for NAICS]

Slide 10: Fed Ref – If you were a sub on a government contract, put that in as a federal reference.

Other – Any non-federal work (State, County, City, private).

As your business grows, so do your references. Your most current (3 years) and biggest \$-value job should be the first reference we see, unless you have an existing contract like an IDIQ, BOA, in which you would want to capitalize. Also, if you have an IDIQ-type contract, you might want to put at least 3 task orders in to show use/consistency. If you don’t have an IDIQ-type contract, then provide 3 projects from repeat customers. Make sure when you put in the value, use commas where necessary.

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Have complete references. Always put in the \$-value and Point of Contact with phone number. Make sure that your POCs are up-to-date. Beware of who you put down as a POC. Sometimes firms use military personnel, but that is not a constant POC as military personnel move every 2-4 years.

If title is vague, make it clear. For example, if you are under a GSA schedule, don't put GSA as the title; tell us what the schedule is for, what was the work that you performed. If you have design-built a facility, put in "D/B 100KSF office bldg"

Bottom-line: Make sure we know exactly what you did, without us having to call anyone.

Slide 11: [in-class search for procurement opportunities in FEDBIZOPPS]

Slide 13: Never "cold-call" technical/contracting personnel and make an appointment without talking or meeting with the agency's Small Business Specialist. They will know how you should market to the technical/contracting personnel. On occasion, call the technical and contracts personnel. It keeps you "remembered", but keep it short and light.

Slide 14: Capabilities Presentations should address all capabilities of the firm and not a specific procurement. Presenting specific procurement capabilities does not set you apart from your competition, your proposal does. By being Discuss your capabilities and what you can provide to the agency. Minimize the "fluff" and **SHOW** the agency what you have done. Always state your certifications last.

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Slide 17: Have a working-knowledge of the Federal Regulations. Not only are these the rules, but your rights as well. For subcontractor's, **NEVER** sign a contract with a "hand-shake". For Prime/subcontractors, get everything in writing, if it's not in "black and white", it doesn't exist.

Slide 18: Determine the best time to market to an agency. If you are new to an agency, you might want to market in the 1st or 2nd quarter. Be cautious about marketing in the 4th quarter. Keep this in mind, do you want to be remembered in the 1st and 2nd quarter or forgotten in the 4th quarter.

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Starting bidding/proposing. It shows that you are interested. If you are not the successful offeror, request a debrief, this is how you learn and improve your bidding/proposing capability when seeking Government procurement.

Attend procurement conferences. It provides a great avenue to network not only with agencies, but with other firms as well.

Seek assistance from your local resource partners. Some examples are, SBA, PTACs, SBDCs, etc.

Slide 20: Understand how the agency buys, for example, credit card, or use of GSA schedule. Also look to “Selling to the Army” Business Opps <http://sellingtoarmy.com/user/showpage.aspx?SectionID=9#>