



MARKETING TO THE DEPARTMENT OF DEFENSE: *THE BASICS*

November 2009

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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/services/contractingopportunities/officials/size/index.html>

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/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

[Dynamic Small Business Search](#)

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, then scroll down to "ST28".

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USE AVAILABLE RESOURCES

- **SMALL BUSINESS ADMINISTRATION (SBA)**
 - Counseling - in person, email
 - Small business certifications
 - Financial Assistance
 - Training (online, classroom, free or low cost)
[http://www.sba.gov/](http://www.sba.gov)
- **SMALL BUSINESS DEVELOPMENT CENTERS**
 - Counseling
 - Small business management assistance
 - Training (classroom, free or low cost)
<http://www.sba.gov/sbdc>
- **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**
 - Counseling - in person, email
 - Registration assistance
 - Bid-matching
 - Training (online, classroom, free or low cost)
<http://www.dla.mil/db/procurem.htm>
- **SERVICE CORPS OF RETIRED EXECUTIVES**
 - Counseling - in person, email, field visit
 - Training (classroom, free or low cost)
<http://www.score.org/>
- **SMALL BUSINESS PROGRAM OFFICES**
 - Located at every DoD & Federal buying activity
 - All DoD:
<http://www.acq.osd.mil/osbp/links>

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 **not** be received by DoD recipients due to firewalls: .avi, .bat, .cmd, .com, .dll, .eml, .exe, .pif, .scr, .vbs, and .zip

FEDBIZOPPS

DoD & Federal contracting activities synopsisize *most* proposed requirements & contract awards >\$25,000 in
<http://www.fbo.gov>

- 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
 - **All** procurement notices (**caution**)

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
- Acquisition Central - Federal Acquisition Regulations (FAR)
<http://www.acquisition.gov/>
- Defense Federal Acquisition Regulation Supplement
<http://www.acq.osd.mil/dpap>
- **Small Business Training Network**
<http://www.sba.gov/training>