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

www.dlis.dla.mil/h2 or www.fbo.gov

Identify Your North American Industry Classification Codes

EX: 541512 Computer Systems Design Services

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.

www.sba.gov/category/navigation-structure/contracting/contracting-officials/size-standards

DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory for registering in SAM
- 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 fedgov.dnb.com/webform/ or call 866.705.5711

SYSTEM FOR AWARDS MANAGEMENT (SAM)

- All records from CCR/FedReg, ORCA, and EPLS, active or expired, were moved to SAM.
- 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)
  www.sam.gov

SBA Dynamic Small Business Search

SBA's CCR merged with FedReg, ORCA, and EPLS in August 2012 into the new System for Awards Management (SAM). When registering in SAM, select "small business" & a sub-set of your SAM data will be sent to SBA for size validation and inclusion in DSBS.

- Recommend updating profile when renewing SAM 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:
- Locate subcontractors/teaming partners
- Verify small business subcontractor reps & certs

dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

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:

siadapp.dmdc.osd.mil/procurement/historical_reports/statistics/procstat.html, then scroll down to "ST28."

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.

wawf.eb.mil

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

www.wawftraining.com

U.S. Department of Defense Office of Small Business Programs
4800 Mark Center Drive Suite 15G13   Phone - 571.372.6191   Fax - 571.371.6195
Alexandria, VA 22530   Email - osbpinfo@osd.mil

www.acq.osd.mil/osbp

USE AVAILABLE RESOURCES

- **Small Business Administration (SBA)**
  - Counseling - in person, email
  - Small business certifications
  - Financial Assistance
  - Training (online, classroom, free or low cost) www.sba.gov

- Small Business Development Centers
  - Counseling
  - Small business management assistance
  - Training (classroom, free or low cost) www.sba.gov/sbdc

- Procurement Technical Assistance Centers (PTACS)
  - Counseling - in person, email
  - Registration assistance
  - Bid-matching
  - Training (online, classroom, free or low cost) www.dla.mil/db/procurem.htm

- Service Corps of Retired Executives
  - Counseling - in person, email, field visit
  - Training (classroom, free or low cost) www.score.org

- Small Business Program Offices
  - Located at every DoD & Federal buying activity
  - All DoD: www.acq.osd.mil/osbp

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): www.acquisition.gov

- Defense Federal Acquisition Regulation Supplement: www.acq.osd.mil/dpap

- Small Business Training Network: www.sba.gov/training

IN-PERSON 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 synopsize most proposed requirements & contract awards >$25,000 in 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)

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