



U.S. Army Contracting Command



14th Annual Small Business Conference

18 November 2010



Army Materiel Command Mission

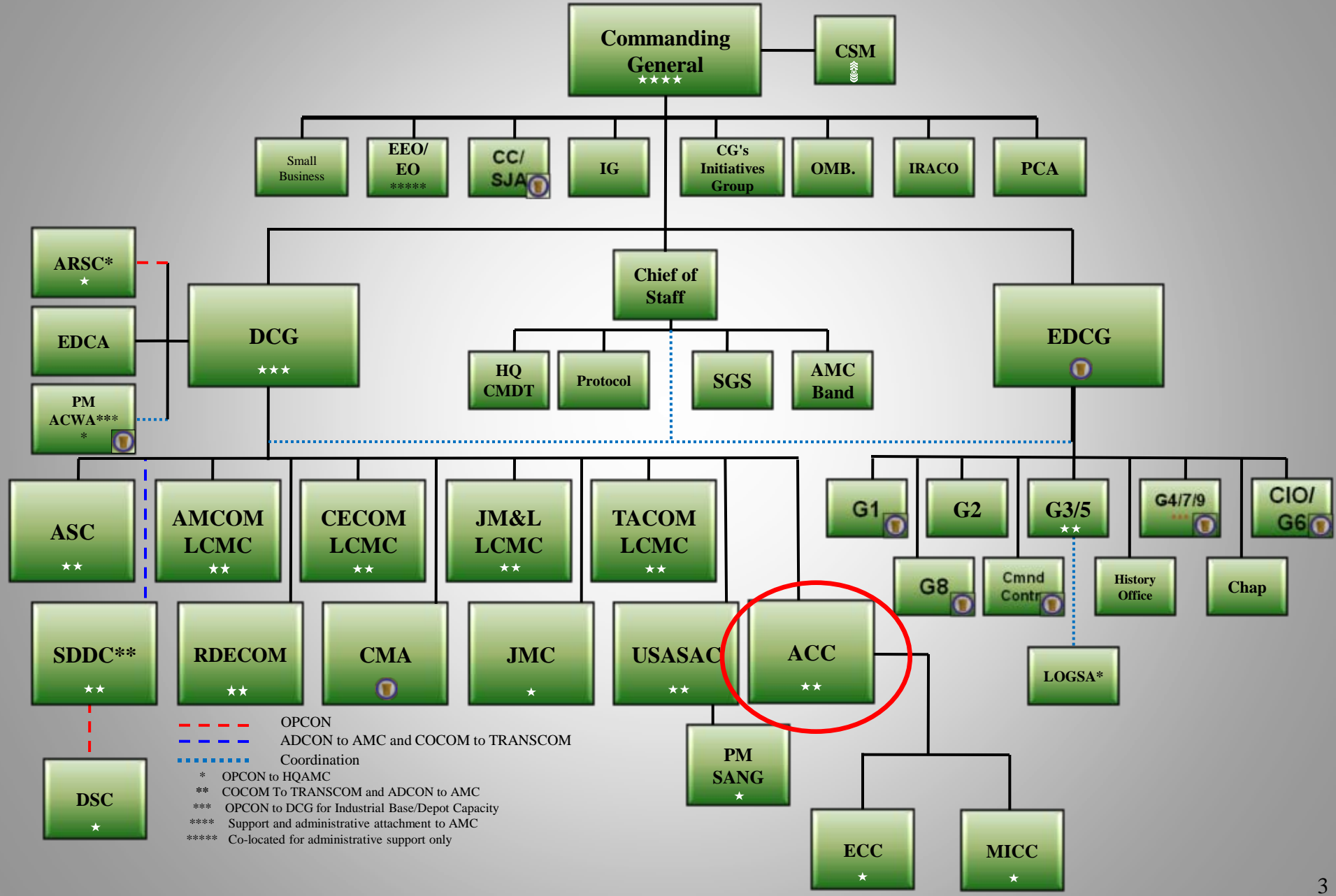


Provide superior technology, acquisition support and logistics to ensure dominant land force capability for Soldiers, the United States and our Allies



If a Soldier shoots it, drives it, flies it, wears it, eats it, or communicates it, Army Materiel Command provides it

AMC Command





Army Contracting Command

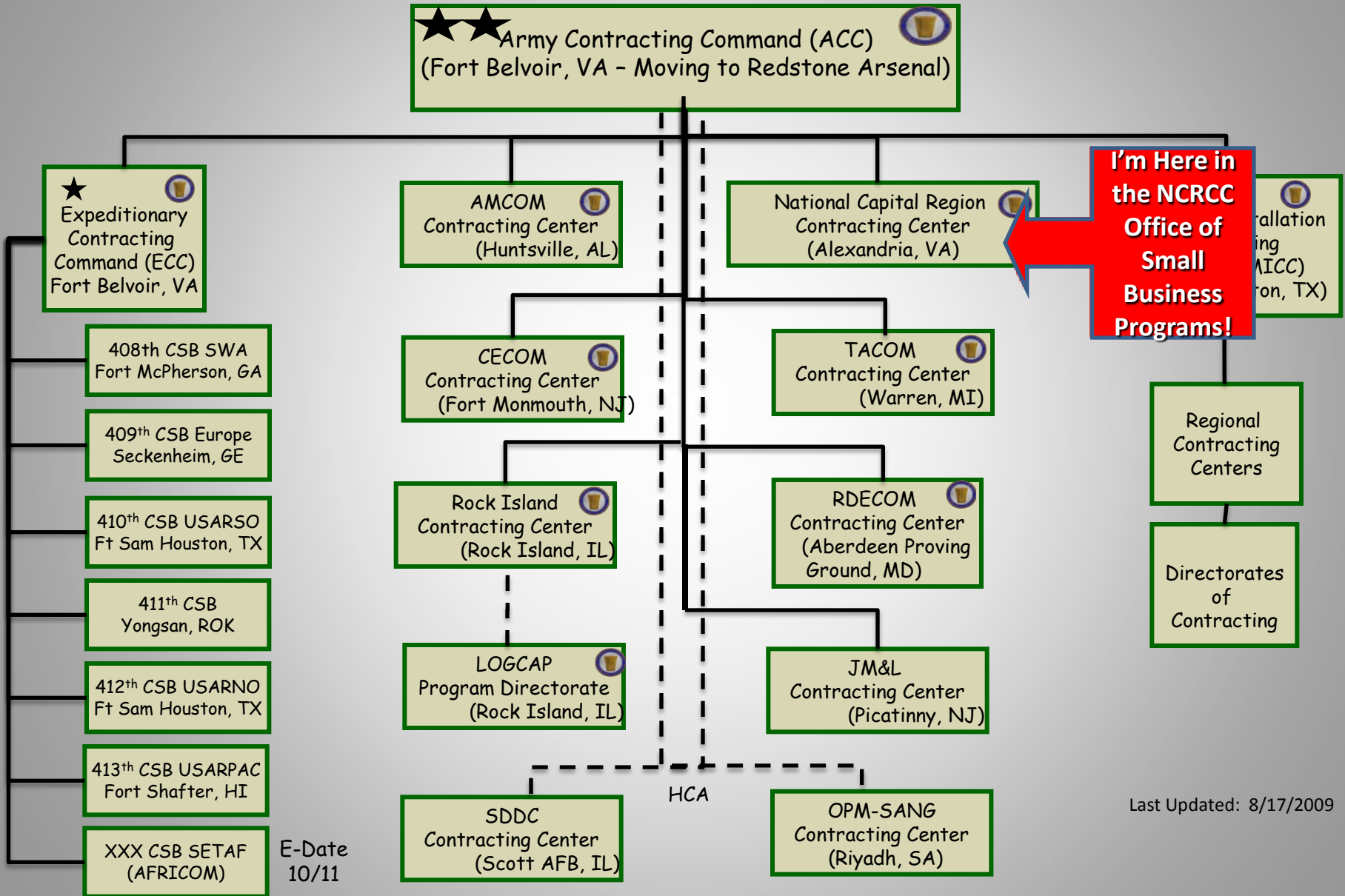
ACC Mission

Provide global contracting support to warfighters through the full spectrum of military operations

ACC Vision

A professional workforce providing quality contracting solutions in support of our warfighters

ACC Organizational Chart



I'm Here in the NCRCC Office of Small Business Programs!

E-Date 10/11

Last Updated: 8/17/2009

NCRCC

Office of Small Business
Programs



NCRCC Small Business Program

Vision

To partner with our customers and contracting personnel in creating maximum and fair opportunities for small businesses to obtain federal contracts with NCRCC. Customers will respond to our excellent service by making NCRCC their provider of choice.

Mission

To obtain leadership in the Small Business industry by cultivating an environment that continuously improves customer service by providing cost-effective, timely, and quality products and services to our customers throughout the National Capital Region in support of their mission to maximize readiness of war fighters worldwide.

NCRCC

Small Business

FY10 Targets & Achievements

Category	FY 10 Targets	FY10 Achievements (as of Oct 2010)
Small Business	30%	23.85%
SDB	6.52%	7.84%
HUBZone	2.0%	1.60%
Women-Owned	3.37%	2.52%
Service-Disabled Veteran Owned	3.0%	2.18%
HBCU/MI	13%	Unknown





Becoming a Business Partner



**Welcome to
NCRCC!**

Where to Look for Business Opportunities





Army Single Face to Industry (ASFI) Acquisition Business Web Site

"Serving the U.S. Army Acquisition Community"

The Army has created a single website that provide access to all Army solicitations, vendor bid history, Online Representations and Certifications Application (ORCA), Justifications & Approvals and many other helpful acquisitions items.

Website: <https://acquisition.army.mil/asfi>



- Find Federal Business Opportunities
 - Notices of Sources Sought, Set-Asides, Awards
 - Solicitation Postings

- Sign up to receive e-mail notification of business opportunities

- Subcontracting match-making opportunities

- Review award notices for subcontracting opportunities

Sources Sought Response

Vendors



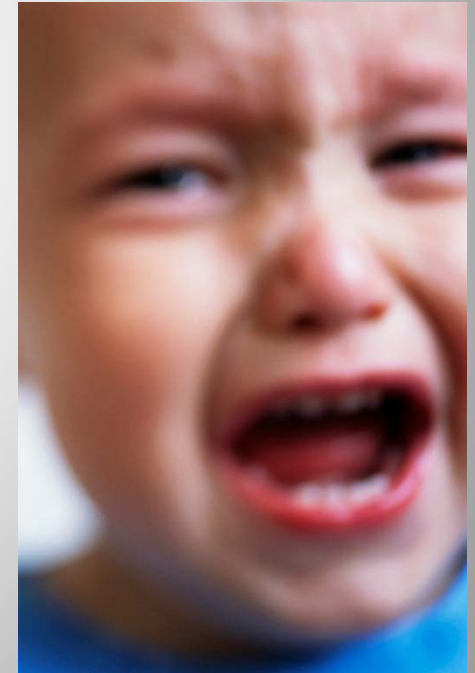
Federal Business Opportunities



- Contracting Officer's utilize Sources Sought notices to develop and shape the acquisition strategy

- Small Business Advisors use your responses to sources sought notices to determine if small businesses are **capable** and **interested** in the work
 - 2 or more responses are needed - and we can recommend that it be set-aside

 - When Small Businesses fail to respond, the work is likely to go out full and open



Marketing Techniques and Strategies



Marketing Strategies

Headquarters Level

- Personnel are focused on policy, strategic planning, outreach, training
- Responsible for reviewing strategies over \$500M

Field Level

- Personnel are focused on making determinations for set-aside for all actions over \$100K prior to Contracting Officer's release of solicitation
- Looks for 2 or more Small firms to make a determination.

Small Business Advisors

- Do not bombard personnel with emails
- Make your email powerful by relating it to qualified work currently posted on the www.FedBizOpps.gov. Timing is critical, since the Specialist has a small window of opportunity to find suitable Small Businesses to fit the advertized job
- Include a powerful email "Subject Line", referencing the opportunity, such as:
 - Reference: Sources Sought WKF408-R-8912
 - Reference: Solicitation WKGY8-09-R-2342



FPDS-NG

Federal Procurement Data System –
Next Generation

Find out who buys your products
and/or services

Agency Breakout

State Breakout

Top Counties

Top Agencies

Top Contractors

Website: www.fpds.gov



Business Cards



- First Impression of your business
 - Who you are
 - What you sell
 - What's your qualifications
 - Logos (Veteran-Owned Business)

- Make it clear what your business does (light blubs, computers, rugs, IT, etc)

- Ensure the contact and website information is still correct

- Make use of the back of the card
 - NAICS codes
 - GWAC Information

- Keep them clean and neat!

Company Capability Statements

- ❑ A Resume for your Business!
 - ❑ Who you are
 - ❑ What you sell
 - ❑ What specific qualifications you have
- ❑ Marketing Contracting
 - ❑ Develop general Capability Statement / Line Card
 - ❑ One Page (Front & Back)
 - ❑ Codes (CAGE, NAICS, DUNS, TIN, etc)
 - ❑ Vehicles (GSA Schedule, IDIQs, BPAs, etc)
 - ❑ Socio-Economic Status
 - ❑ Contact Information
 - ❑ Personnel & Facility Clearance
- ❑ Marketing Technical Personnel
 - ❑ Develop more robust Capability Statement / Line Card
 - ❑ Geared more toward technical information
 - ❑ Less than 10 Pages
 - ❑ Bound or stapled



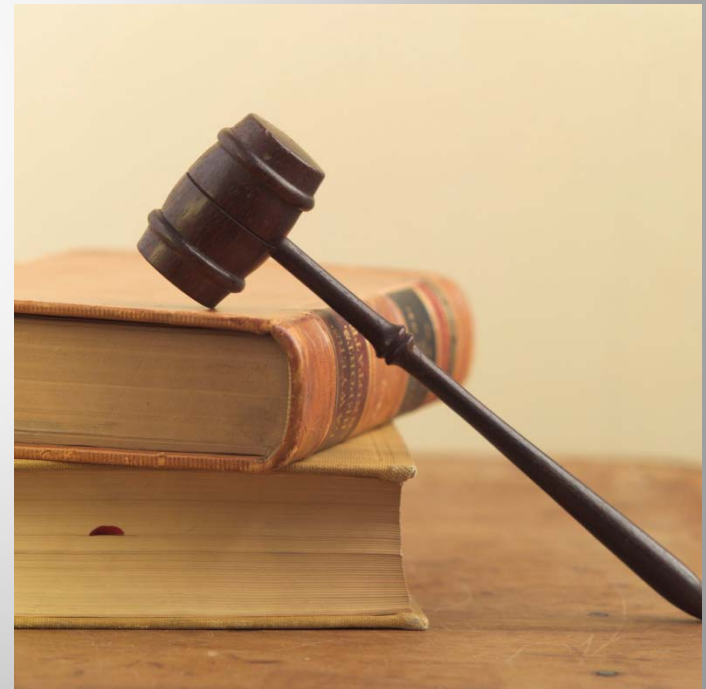
Reference Materials



FAR

- Federal Acquisition Regulation
 - Part 5 – Publicizing Contract Actions
 - Part 8 – Required Sources of Supplies and Services
 - Part 12 – Acquisition of Commercial Items
 - Part 13 – Simplified Acquisition Procedures
 - Part 14 – Sealed Bidding
 - Part 15 – Contracting by Negotiations
 - Part 16 – Types of Contracts
 - Part 19 – Small Business Programs
 - Part 22 – Labor Laws
 - Part 26 – Other Socio-economic Programs

- Website: www.arnet.gov

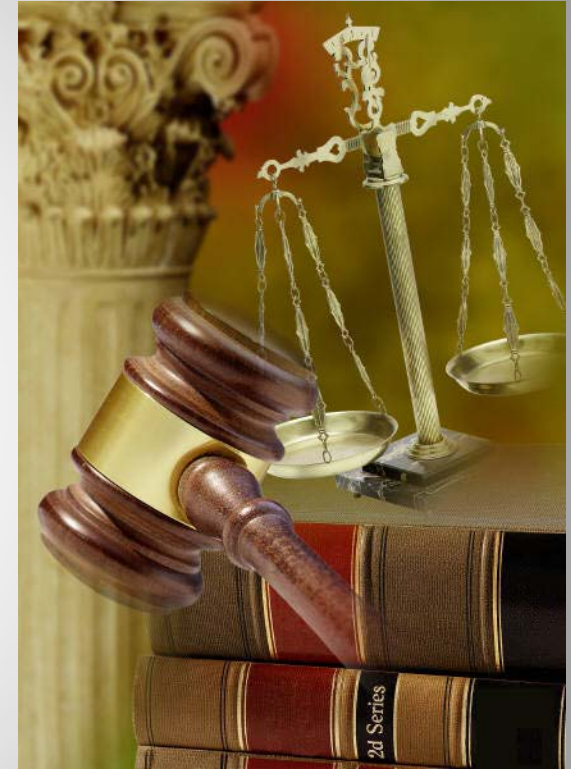


DFARS & AFARS

- Defense Federal Acquisition Regulation Supplement

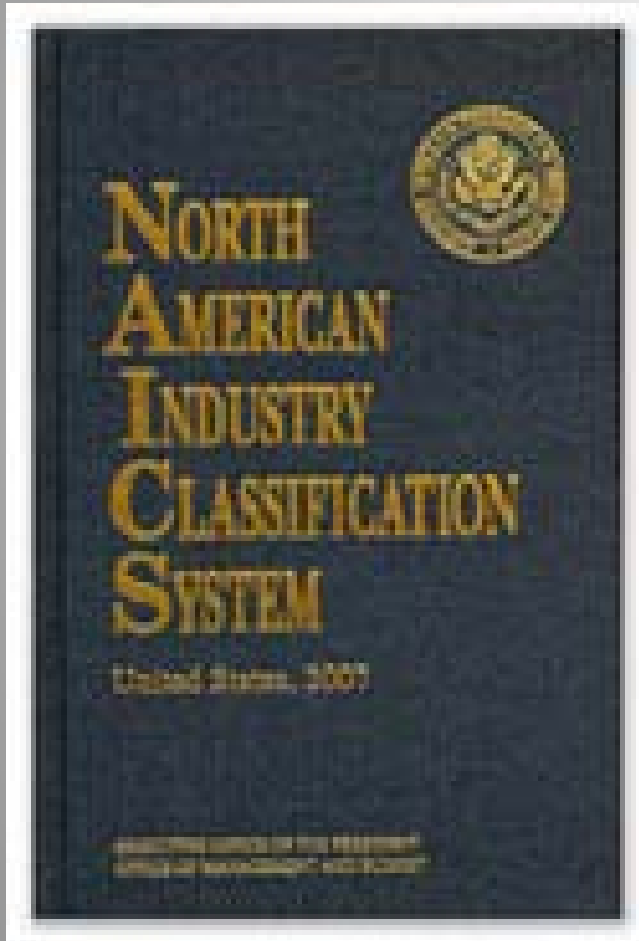
- Army Federal Acquisition Regulation Supplement
 - Agency specific regulations, which are supplements to the FAR

- Website: www.arnet.gov
 - Click “Acquisition Workforce”
 - Click “Agency Supplemental Regulations”



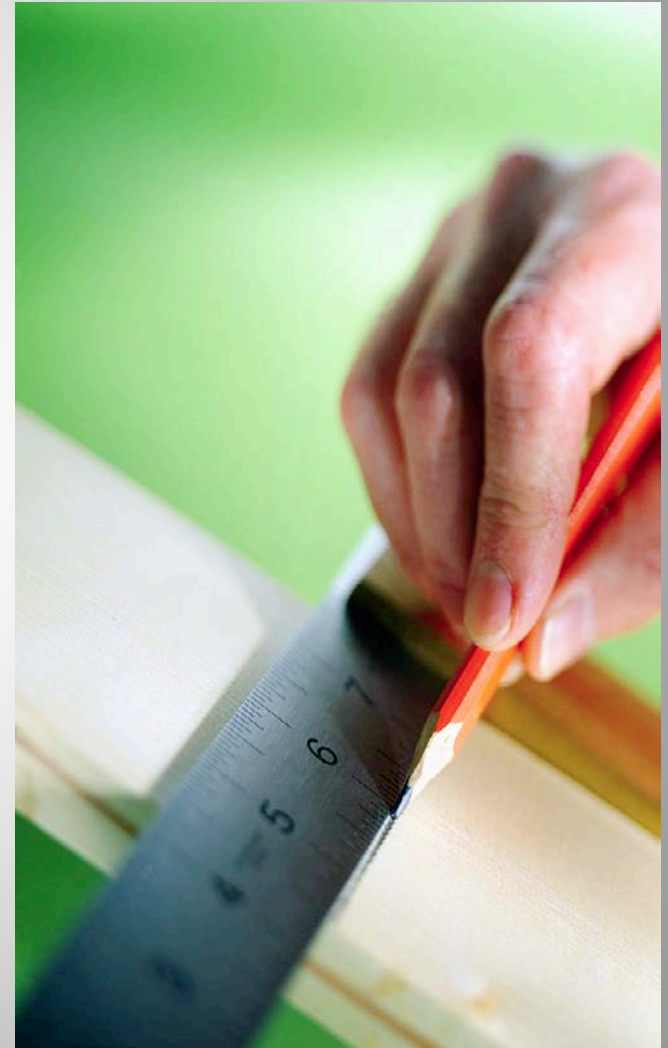
NAICS

- ❑ North American Industry Classification System
- ❑ Replaced the US Standard Industrial Classification (SIC) in 2000
- ❑ Jointly Developed by US, Mexico and Canada
- ❑ Classifies business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy
- ❑ Robust search Capabilities
- ❑ www.census.gov/eos/www/naics/index.html



Business Size Standards

- ❑ Hosted by SBA
- ❑ Needed to determine SB eligibility for procurement opportunities in www.FBO.gov
- ❑ Separate Size Standard for each NAICS
 - ❑ Supplies = # of employees
 - ❑ Services = Average Annual Receipts
- ❑ Website: www.sba.gov



FSC or PSC

- ❑ Federal Supply Classification (FSC)
 - ❑ Website: <http://www.drms.dla.mil/asset/fsclist.html>
 - ❑ Website: www.sellingtoarmy.com
 - ❑ Click “Tools”, then Click “FSC Search”

- ❑ Product Service Code (PSC)

- ❑ Managed by DLA & GSA
 - ❑ Each item in the Federal Supply System is assigned a separate number

- ❑ Needed to understand breakdown for searching procurement opportunities in www.FBO.gov





Survival Tips

Survival Tips

- Understand government business and how your products / services relate
- Work closely with the Contracting Officer and be Respectful
- Accept Credit Cards to Prevent Missed Opportunities
- Section L&M - Follow Proposal Submittal Instructions
 - Validity, Page limits, # of copies, Question Deadlines
 - Set Proposal up in same format as RFP/IFB
- Seek & Accept Micro-Purchases (under \$3000)
- Obtain a Mentor (Large or Small Business)
- Consider Partner & Teaming Arrangements
- Develop a “Government” Capability Statement
- Develop a “Government” Business Card
 - with applicable federal codes & SB logos
- Understand the Contracting Officer’s Authority
- Be Responsive and Responsible (deadlines)



Survival Tips

- ❑ Sign Proposal (Signed only by Company Official with Proper Authority)
- ❑ Negotiations (only send Person w/ Proper Authority to Legally Bind Company)
 - ❑ Telephonically – be Mindful of Speakerphone “MUTE” verses the “HOLD” button
- ❑ Be prepared for Delays Entering Installation to Ensure Proposal / Bid is Timely
- ❑ Attend Pre-Proposal Conferences, Site Visits & Industry Days
 - ❑ Discover competitors, listen to off-line discussions, follow-up for clarifications, subcontracting opportunities with prime contractors
- ❑ Turn off Cell Phones & No Texting during Meetings!
- ❑ Protest – When Appropriate – Not Always
- ❑ Track Government Sales Data
 - ❑ Track GSA Schedule Sales Separately (industrial funding fee)
- ❑ Request Incumbent’s Pricing (Schedule B)
 - ❑ Assists in Preparing Your RFP, RFQ or IFB
- ❑ Take Advantage of Training Opportunities



Survival Tips

- Keep Database Record with Passwords
- Keep Information Up-to-Date (Area Codes)
- Review www.FedBizOpps.gov daily (Hire a Student)
 - Upcoming Opportunities
 - Award Notices for Subcontracting Opportunities
- Obtain Free D&B Business Credit Report (Annually)
- Proposals - Make Timeline & Cost Estimate
 - Can you afford to submit? (Win or Lose)
- Evaluation Factors – Know what's Important!
 - Price over Technical?
 - Technical over Price?
 - Subcontracting over Past Performance?
- Proposal – Provide alternate POC or General Phone #
- Online Catalog – Make Most of & Keep Updated
 - Honor outdated prices – do not argue with customer
- Intelligence Property – protect your rights, the gov't wont!
 - Apply for Patents, Copyrights & Trademarks



Survival Tips

- ❑ Meeting with Government Small Business Offices
 - ❑ Look at your own business website prior to meeting to understand questions
 - ❑ Look at my website – understand the nature of my business (client-focused)
 - ❑ Prior to meeting conclusion, request lead of another agency to market to with name/phone
- ❑ Subcontracting - Past Performance & Debriefings
 - ❑ Make formal agreement with Prime to obtain past performance information as a Subcontractor & attend or obtain debriefing information
- ❑ Trade Fairs – Put booth # on back of business card and pass out during event
- ❑ Diversify business in response to market trends (i.e. go green)
 - ❑ Be in control - do not chase the marketplace
- ❑ Trade Publications – submit an article based on your expertise
 - ❑ You pick topic & drive own success (free marketing opportunity)
- ❑ Voice Messages – Leave a Clear Phone # & Repeat
- ❑ Marketing – Be aware of Agency's Prohibited Items
 - ❑ Thumb-drives, CD's, Attachments, etc.
- ❑ Personnel – hire a former Federal Employee
 - ❑ (i.e. Contracting Officer for Proposal Writing)



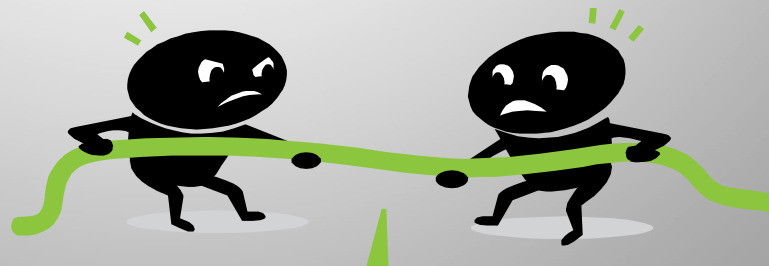
Survival Tips

- ❑ Know who you are Speaking to
 - ❑ Government Employee or Government Contractor
 - ❑ Contacting Officer, Contract Specialist, COTR or Other
- ❑ Introductions – Don't lead with your SB status – what can you do for the bottomline?
 - ❑ What difference are you going to make in profitability?
 - ❑ What problems are you going to solve?
 - ❑ How are you going to make them more efficient, save them money?
 - ❑ It's not your socio-economic status that earns you the right to do business with the company or government, it's your competence in business that earns you that right, and that what you lead with – every single time!
- ❑ Holiday Greeting Cards – Be Different and Stand Out
- ❑ Ensure Consistency between websites, CCR, Business Cards, etc.
- ❑ Always Request a Debriefing (Win or Lose)
 - ❑ Don't argue the results or attack Gov't Personnel
 - ❑ Utilize this time to gain insight



?? Sample Debriefing Questions ??

- Was our proposal responsive to your needs? If not, which ones did we miss?
- Did we meet all the solicitation requirements? If not, where were we deficient?
- Did it sound like we understood your project? If not, which aspects did we come up short on?
- Did we clearly call out the benefits to you of our approach? If not, which ones did we miss?
- Was our technical approach to resolving your problem adequate? If not, what was it lacking?
- Was our approach to managing the project what you were looking for? If not, how could we have improved it?
- Was the proposal easy to understand and follow? If not, which sections did you have trouble with?
- Were our costs too high?



Survival Tips

- ❑ Past Performance References & Financial References
 - ❑ Be careful who you use – will they really give you a good reference?
- ❑ Terms of Art – know and understand what you are talking about (FAR , NAICS)
- ❑ Trade Associations – utilize membership by making voice heard on Capital Hill
- ❑ Know your Competition – Know your Market
 - ❑ Market 1-2 agencies and then expand your market base (Not EVERY agency at once)
- ❑ Be aware of agency's priority preference – are their mandatory contracts?
 - ❑ Army Contracting Command – Office Supplies are purchased off mandatory BPA
- ❑ Become web-savvy or hire someone who is (Student)
- ❑ Understand Laws & Regulations that Impact you
- ❑ Promise only what you can deliver!
 - ❑ Keep your integrity & be honest
 - ❑ Deliver on time and on budget
 - ❑ Nothing Sell Better than Great Performance!



Questions?

