

Federal Contracting 101

Part 1 - The Basics

Part 2 - How the government buys

Part 3 - How to sell to the government

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www.federalcontractingpr.com



Contracts Awards in PR

FY 2017

\$989,797,478	Total awards performed in Puerto Rico
---------------	--

\$417,696,049 (42%)	Total awards to firms located in Puerto Rico
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\$568,919,776 (58%)	Total awards to Non-PR Firms
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FY 2018 (as of May 15, 2018)

\$3,124,128,040	Total awards performed in Puerto Rico
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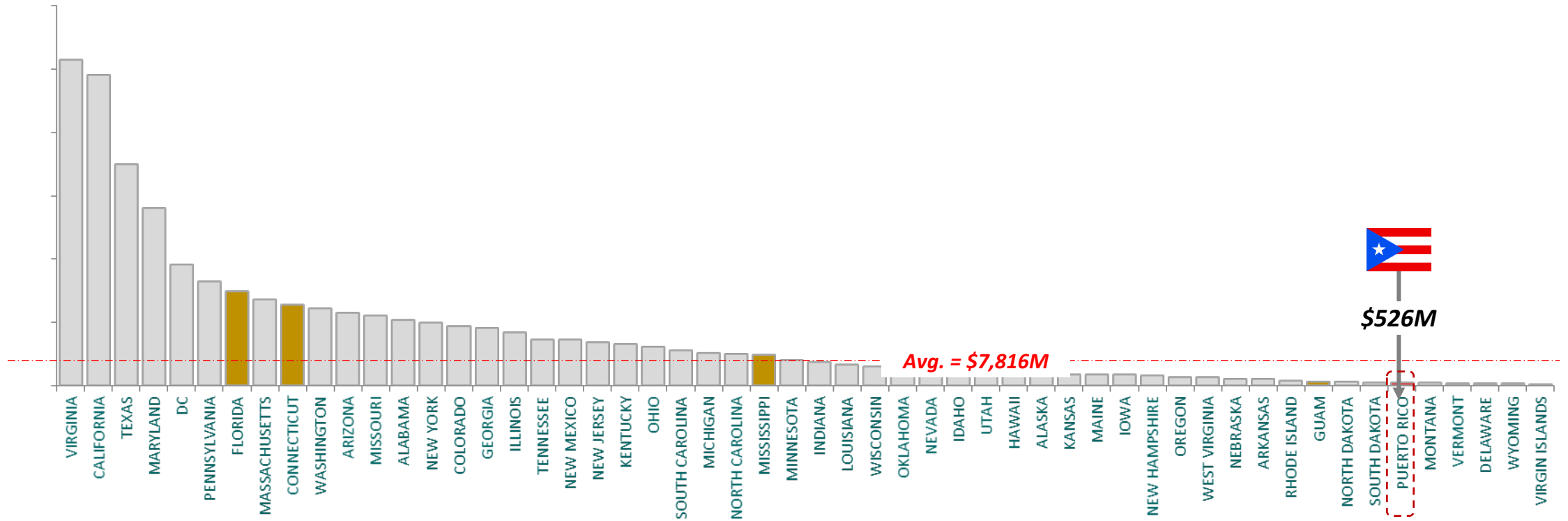
\$589,456,799 (19%)	Total awards to firms located in Puerto Rico
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\$2,534,671,242 (81%)	Total awards to Non-PR Firms
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Information source: FPDS.GOV

Statement of Needs: Participation

Average Federal Contracts Awarded - 2012-2016 (in \$ millions)

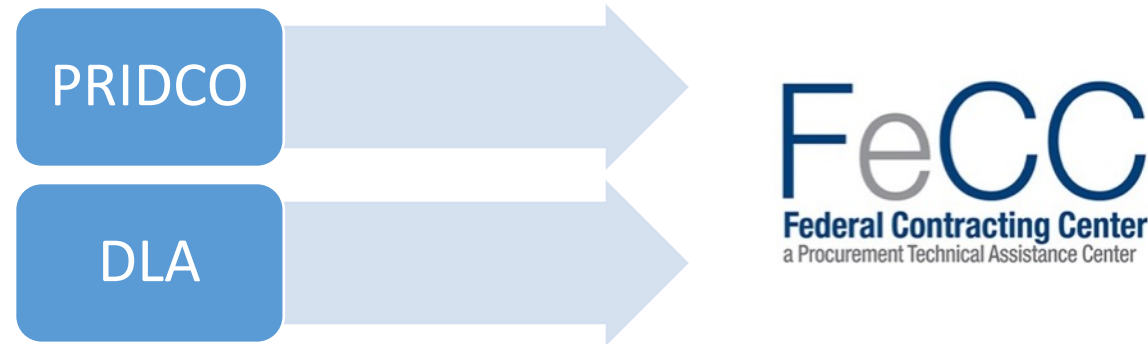


Federal Contracting Facts

- The U.S. Federal Government's procurement market in 2017 was \$507B.
- Puerto Rico's historical participation in the federal market is between .08% and .15%.
- Puerto Rico firms are not taking full advantage of Government Wide Contracting Goals
 - 8(a) certified firms: Approximately 90 firms --- ONLY 2 manufacturers
 - HUBZone certified firms: Approximately 90 firms
 - Service Disabled Veteran Owned Small Business: 20 firms
- 82+% of Puerto Rico is in a qualified HUBZone area.

Federal Contracting Center (FeCC)

a Procurement Technical Assistance Center



- A division of the Puerto Rico Industrial Development Company (PRIDCO)
- Cooperative agreement with DoD
- Part of a nationwide network of 98 PTACs
- 32 years of experience

Puerto Rico Federal Contracting Center

	<p>To proactively position businesses in the federal government market while actively assisting and matchmaking companies with federal contracts available.</p>	<p>Mission</p>
<p>Goal</p>	<p>To generate employment and improve the general economy of Puerto Rico by assisting business firms to obtain and perform under federal state, and municipal government contracts.</p>	

Federal Contracting Center Services

Technical Support

- DUNS Number
- SAM
- SBA and VA Certifications
- One-on-one counseling
- Bid preparation
- GSA Schedules

Marketing

- Market intelligence
- Identify & match bids
- Forecasting
- Capturing plan
- Help you decide if this is the right market for your firm

Training

- Federal Contracting education
- Matchmaking events
- E-training

Advocacy

- Small Business Administration
- Federal Procurement Policy
- Trade Missions

Federal Contracting 101

The Basics

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Introduction

- Design to help understand government contracting programs
- Part 1
 - Prime contracting and subcontracting programs
 - SBA certification programs
 - Woman and veterans small business programs
- Parts 2 & 3
 - How the government buys
 - How to sell to the government

Learning Objectives

- Know about federal contract markets and opportunities
- Understand prime contract and subcontracting assistance programs
- Understand SBA's certification programs – 8(a), HUBZone, Women and Veteran Owned

Scope of the Federal Buying Market

- U.S. government is the largest buyer in the world
- Federal agencies buy just about every category of commodity and service available



FY 2017	
\$987M (.08%)	Total awards performed in Puerto Rico
\$417M (42%)	Total awards to firms located in Puerto Rico

Information source: FPDS

What is a Small Business?

- Certain government programs only apply to small businesses
- Small business size standards are generally determined by the number of employees or annual business receipts

Are you a Small Business?

[Determine your NAICS Code](#)

[Table of Small Business Size Standards](#)

Your Main References

[Federal Acquisition Regulation \(FAR\)](#)

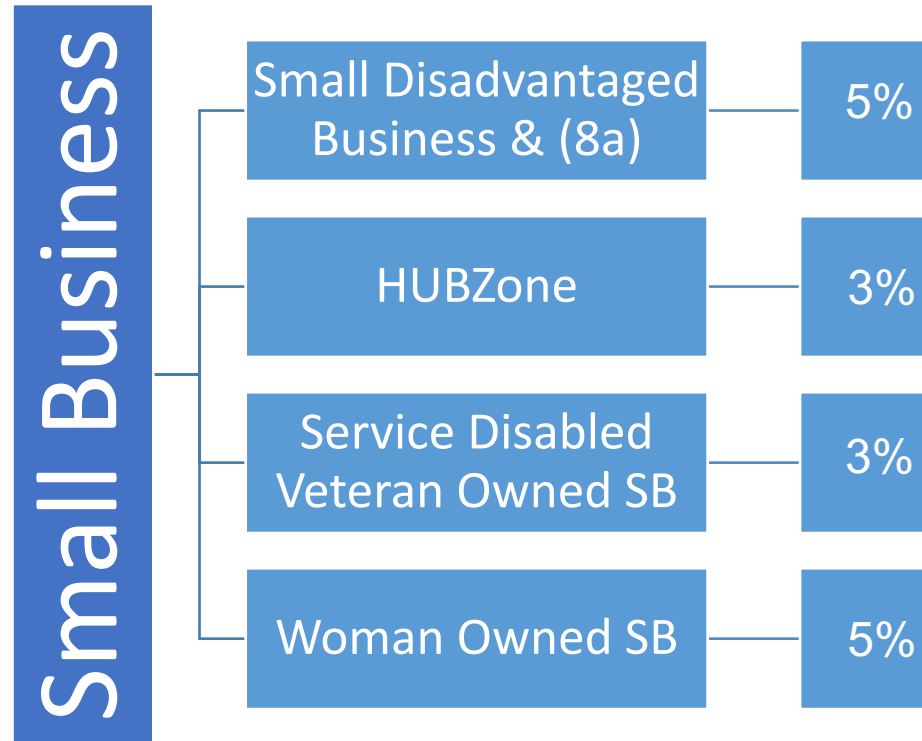
FAR Supplements

<https://www.acquisition.gov/>

Prime Contract Assistance

- Government-wide Contracting Goals
- Small Business Set-asides
 - Rule of Two
 - Non-manufacturer Rule
 - Subcontracting Limitations
 - Service-disabled Veteran Owned Small Business
 - HUBZone
 - Woman-Owned Small Business Program
 - 8(a) Business Development Program
- Certificate of Competency (COC) Program

Government Wide Contracting Goals



Small Business Set-asides

- Small business set-asides are a critical tool
- Powerful vehicle for helping small firms win prime contracts
- **Fundamental:** Acquisitions that have an anticipated dollar value exceeding \$3,000, but not over \$150,000 (\$10,000 and \$250,000 after 2018 NDAA) are automatically reserved for small businesses

FAR 19.5

Rule of Two

Set-asides –Prime Contract Assistance

- Acquisitions over \$150,000 (\$250,000 after 2018 NDAA) are to be set-aside for small businesses when there is a reasonable expectation that offers will be obtained from at least two responsible small businesses

FAR 19.502-2

Non-manufacturer Rule

Set-asides –Prime Contract Assistance

- Set-aside small business acquisitions that are not for construction or service related contracts –must utilize a small business manufacturer
- SBA may issue individual or class waivers to the non-manufacturer rule, if no small manufacturer exists
- Rule does not apply for contracts under \$25,000. NDAA 2018 - NMR will not apply to small business set-asides below \$250,000

FAR 19.001; FAR 19.1

Limitations on Subcontracting

In order to be awarded a small business set-aside contract with a value greater than \$150,000 (\$250,000 after 2018 NDAA) a small business concern must agree that:

- In the case of a contract for services (except construction), it will not pay more than **50% of the amount paid** by the government to it to firms that are not **similarly situated**.
- In the case of a contract for supplies or products, it will not pay more than **50% of the amount paid** by the government to it to firms that are not similarly situated.

Limitations on Subcontracting

- In the case of a contract for general construction, it will not pay more than **85% of the amount paid** by the government to it to firms that are not similarly situated.
- In the case of a contract for special trade contractors, no more than **75% of the amount paid** by the government to the prime may be paid to firms that are not similarly situated.

Socio-economic Certifications / Verifications

- SBA 8(a) Business Development Program
- SBA HUBZone Program
- SBA Women Owned Small Business
- VA Veteran Owned Small Business

8(a) Business Development Program SBA Certifications

- Assists eligible socially and economically disadvantaged small businesses
- Provides business development and contract assistance
- SBA certification required
- All 8(a) firms are SDBs, but not all SDBs are 8(a) certified

FAR 19.8

8(a) Business Development Program Program Benefits --SBA Certifications

- Certified firms can receive sole-source contracts
 - up to \$4 million for goods and services
 - up to \$6.5 million for manufacturing
- Joint ventures and teaming
- Mentor-Protégé Program

FAR 19.8

8(a) Business Development Program Program Eligibility --SBA Certifications

- Small firm must be at least 51% owned and controlled by a socially and economically disadvantaged individual(s)
- Meet small business size standards
- In business for more than two years
- Unconditionally owned and controlled by one or more disadvantaged individuals who are US citizens

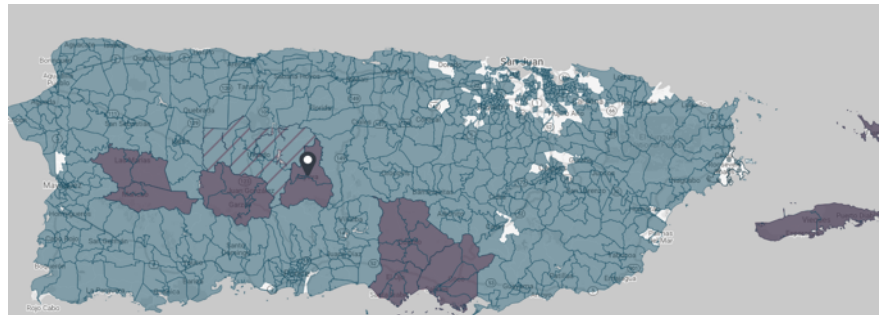
FAR 19.8

HUBZone Program

SBA Certifications

- Historically Underutilized Business Zone
- Contracting preference program designed to stimulate economic development and create jobs
- SBA **certification** required
- 82+% of PR is considered HUBZone

FAR 19.13



HUBZoneProgram

Program Benefits -SBA Certifications

- 3% government-wide goal for contracts to be awarded to HUBZone certified firms
- Competitive and sole source contracts
- 10% price evaluation preference

FAR 19.13

HUBZone Program

Program Eligibility -SBA Certifications

- Meet small business size standards
- Owned and controlled by at least 51% of US citizens, or a Community Development Corporation, an agricultural cooperative, or an Indian tribe
- Principal office must be in a designated HUBZone
- At least 35% of the firm's employees must live in a HUBZone

Learn more...

[HUB Zone Map](#)

WOSB Program

- Only designated industries (use link below to find eligible NAICS)
- Only WOSBs or EDWOSBs are eligible
- WOSBs must be certified (or self-certified, with documentation)
- SBA may require a formal certification process in the near future
- EDWOSB NAICS codes:
https://www.sba.gov/sites/default/files/2016_edwosb_NAICS.pdf
- WOSB NAICS codes:
https://www.sba.gov/sites/default/files/2016_wosb_NAICS.pdf

Eligibility - WOSB Program

■ WOSB

- 51% owned & controlled by one or more women who are US citizens
- Ownership must be direct and not subject to limitations
- Woman or women must manage day to day operations

■ EDWOSB

- Satisfy all conditions of WOSB
- Personal net worth of less than \$750,000
- Adjusted annual income of \$350,000 or less
- Market value of all assets does not exceed \$6 million

Veterans Programs (VOSB & SDVOSB)

- Veterans Entrepreneurship and Small Business Development Act defined VOSB & SDVOSB
- Established 3% government-wide prime and subcontracting goals for service disabled veteran owned small businesses
- Self-certification program except for the US Department of Veterans Affairs

Learn More...

[Veteran Information Pages](#)

Service Disabled Veteran Owned Small Business

- SDVOSB Program
 - Contract set-asides are authorized
- Sole source or competition is required for all SDVOSB contracts

VA -Veterans First Contracting Program

- Only VO and SDVOSB are eligible
- Sole source or competition
- Must be certified by the VA

Certificate of Competency (COC)

- If a prospective contractor is determined to be “non-responsible” by a contracting officer --the small business is entitled to an independent review by the SBA
- SBA may issue a COC to the contracting officer requiring the award of that specific contract to the small business

FAR 19.6

Subcontracting Assistance Program

- Prime contractors receiving contracts greater than the simplified acquisition threshold must agree to provide small businesses with the maximum practical opportunity to participate as subcontractors

FAR 19.7

Subcontracting Plans

- Individual Subcontracting Plan
- Master Subcontracting Plan
- Commercial Subcontracting Plan

FAR 19.7

Subcontracting Goals

Government-wide Subcontracting Goals

- Small Disadvantaged Businesses
 - Goal 5%
- Women-Owned Small Businesses (WOSB)
 - Goal 5%
- Service Disabled Veteran Owned Small Businesses (SDVOSB)
 - Goal 3%
- HUBZone
- Goal 3%

Federal Contracting 101 - Part 2

How to government buys

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Learning Objectives

- Understand the contracting methods used by government contracting officers to buy goods and services
- Know about types of contracts and agreements
- Understand key parts of the Federal Acquisition Regulations (FAR), and
- Learn where to find additional contracting resources

How the Government Buys

- Government buys from suppliers who meet certain qualifications
- Standardized buying procedures and rules outlined in the FAR are used
- Several contracting methods are employed:
 - Credit card / micro-purchases
 - Simplified acquisition procedures
 - Sealed bidding
 - Contracting by negotiation
 - Consolidated purchasing programs (GSA schedules, GWACs, etc.)

The Rules

- You have to know the rules, to play in the game
- [Federal Acquisition Regulation \(FAR\)](#) outlines the rules
- Key small business parts of the FAR include:
 - Subpart 8.4 –Federal Supply Schedules
 - Part 13 –Simplified Acquisitions
 - Part 14 –Sealed Bidding
 - Part 15 –Contracting by Negotiation
 - Part 16 –Types of Contracts
 - Part 19 –Small Business Programs

Federal Acquisition Regulations

FAR PARTS					Title & Number		Select the download format
Index							HTML
Table of Contents					Part 1 - — Federal Acquisition Regulations System		
1	2	3	4	5	1.1 Purpose, Authority, Issuance		
6	7	8	9	10	1.2 Administration		
11	12	13	14	15	1.3 Agency Acquisition Regulations		
16	17	18	19	20	1.4 Deviations from the FAR		
21	22	23	24	25	1.5 Agency and Public Participation		
26	27	28	29	30	1.6 Career Development, Contracting Authority, and Responsibilities		
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36	37	38	39	40			
41	42	43	44	45			
46	47	48	49	50			
51	52	53					

How the Government Buys

■ Credit Card Opportunities

- Individual government purchases under \$3,500 (2018 NDAA applicable to civilian agencies increase to \$10,000). 2017 NDAA increased the DoD micro-purchase threshold to \$5,000.
- Not in the FAR yet, most contracting officers will by the FAR
- Services and construction services remain unchanged, \$2,500 and \$2,000 respectively.
- Competition not required
- Micro-purchases are not reserved for small businesses
- Un-official reports in 2012 - 70% of all government **procurement transactions**

FAR 13.301

How the Government Buys

▪ Simplified Acquisition Procedures (SAP)

- Federal law streamlines government purchasing for buys under \$150,000
- NDAA 2018 increases SAP threshold to \$250,000
- Simplified acquisition procedures can be used
- Government purchases above \$3,000, but under \$150,000 are reserved for small businesses

▪ Acquisition types:

- Purchase Order
- Blanket Purchase Agreements

FAR 13.000-13.501

How the Government Buys

■ Sealed Bidding

- Competitive buying method for specific and clear government requirements
- IFB “Invitation for Bid” is the method used for the sealed bid process
- Contract is awarded to the lowest bidder who is fully responsive
- IFBs are available online for review at: www.fbo.gov

Federal Business Opportunities



Federal
Business
Opportunities



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Getting Started

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Opportunities

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Privacy

Search more than **24,200*** active federal opportunities.

Posted Date:

Last 90 Days

Set-Aside Code:

Any

Place of Performance:

Any State or Territory

Type:

Any

Keyword / Solicitation #:

Agency:

Search

Additional criteria and multiple selections are available on the [advanced search form](#).
* Notices posted within the last 90 days.

[Important information for Federal contractors and subcontractors regarding the Association of Community Organizations for Reform Now \(ACORN\)](#)

Buyers / Engineers

Government users may post, manage, and award opportunities.

Username

Password

Login

[View Opportunities](#)

No login is required to view opportunities.

[Register Now](#)

[Password Reminder](#)

[Recovery FAQs](#)

Vendors / Citizens

Vendors and citizens may search, monitor, and retrieve opportunities.

Username

Password

Login

[Find Opportunities](#)

No login is required to view opportunities.

[Register Now](#)

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[Recovery FAQs](#)



FBO now contains Recovery and Reinvestment Act actions.

SEARCH RECOVERY OPPORTUNITIES

SEARCH RECOVERY AWARDS

 FBO RECOVERY REPORTS

[Click here for Opportunities](#)

[Click here for Awards](#)

Click [here](#) to learn more.

 USER GUIDES

[Buyer](#)

[Vendor](#)

[Engineer](#)

[Location / Agency Admin](#)

Use [Adobe Acrobat Reader](#) to view files in PDF format.

 DEMONSTRATION VIDEOS

Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.



■ Documents Types

- Sources Sought
- Special Notice
- Sole Source
- Pre-solicitation and Solicitation
- Synopsis and Combine Synopsis/Solicitation
- Modification and Amendment
- Award

How the Government Buys

■ Contracting by Negotiation

- Preferred method in many federal procurement actions
- Typically used for contracts that will exceed \$150,000 (\$250,000 under new NDAA) and when highly technical products and services are being sought
- RFPs & RFQs are primary government request vehicles

How the Government Buys

■ Consolidated Purchasing Vehicles

- Most government agencies have common purchasing needs.
- Centralized purchasing or procurement vehicles are used to realize economies of scale
- Multiple Award Schedules, such as GSA Schedules or Government Wide Acquisition Contracts (GWACs) are important contracting vehicles

FAR 2.101(b)

GSA SCHEDULES

Overview

FAQ

List of GSA Schedules

> About GSA Schedules

GSA Schedules Benefits

Schedules News & Training

For Federal Agency Customers

Schedules Flexibilities

State and Local Government
Customers

Industry Partners

Contacts and Resources

About GSA Schedules

GSA Schedules are fast, easy, and effective contracting vehicles for both customers and vendors. For GSA Schedules, GSA establishes long-term governmentwide contracts with commercial companies to provide access to millions of commercial products and services at volume discount pricing.

Order Products, Supplies, and Services

You can order products, supplies, and services from GSA Schedule contractors or through the [GSA Advantage!](#)[®] online shopping and ordering system.

Value for Customers

[Customers](#) contract with pre-approved vendors and benefit from “most-favored customer” pricing with GSA Schedules (also referred to as Multiple Award Schedules (MAS) and Federal Supply Schedules (FSS).

Customers who order from Schedules get:

- Savings;
- Flexibility and choice;
- Shorter lead time;
- Transparency;
- Control of the procurement;
- Lower administrative costs; and
- Reduced inventories.

<https://www.gsa.gov/portal/category/100615>

GSA Schedules e-Library

<https://www.gsaelibrary.gsa.gov/ElibMain/scheduleList.do>

00CORP [The Professional Services Schedule \(PSS\)](#) - The Professional Services Schedule (PSS) enables Federal agencies to procure a wide variety of professional services using a single Schedule contract.

03FAC [FACILITIES MAINTENANCE AND MANAGEMENT](#) - GSA offers a vast array of innovative, customer-focused facilities products and services. Facilities Maintenance and Management, Schedule number 03FAC, is a Multiple Award Schedule that provides federal agencies a streamlined procurement device to acquire all of the services necessary to maintain and manage a facility.

23 V [AUTOMOTIVE SUPERSTORE](#) - GSA purchases many types of new vehicles and vehicle related products for government agencies and DoD. Use [AutoChoice](#) to purchase: Alternative fuel vehicles; Ambulances; Buses; Light trucks; Light trucks - vocational; Medium and heavy trucks; Sedans; Wheelchair vans; Wreckers and carriers.

When using this schedule, you can access vendors directly to place an order for vehicles or accessories or you can contact GSA to place the order on your behalf! More information on these options is available through our CARS line at 703-605-CARS (2277). The following vehicles and accessories are available under GSA Schedule: Aerial Devices and Digger/Derricks; Construction Equipment, Road and Snow Maintenance; Fire Trucks; Low Speed Vehicles (Gas or Electric); Mobile Command Centers; Remanufactured Engines; Snow Maintenance Equipment; Tankers; Tires; Trailers; Trash Collectors and Recycling Vehicles; Truck Bodies; and Vehicle Accessories and Equipment.

36 [THE OFFICE, IMAGING AND DOCUMENT SOLUTION](#)

48 [TRANSPORTATION, DELIVERY AND RELOCATION SOLUTIONS](#)

51 V [HARDWARE SUPERSTORE](#) - Includes Household and Office Appliances; Commercial Coatings, Adhesives, Sealants and Lubricants; Hardware Store Catalog and Store Front; Lawn and Garden Equipment, Machinery and Implements; Rental and Leasing (as pertains to products offered under this schedule); Tools, Tool Kits, Tool Boxes; Woodworking and Metal Working Machinery; All Parts and Accessories Related to Products Offered Under This Schedule.

56 [BUILDINGS AND BUILDING MATERIALS/INDUSTRIAL SERVICES AND SUPPLIES](#) - This Schedule provides a full range of commercial products and services covering such areas as buildings and building materials/industrial services and supplies. In addition, this program offers energy saving building supplies, alternative energy solutions, and related services.

58 I [PROFESSIONAL AUDIO/VIDEO TELEMETRY/TRACKING, RECORDING/REPRODUCING AND SIGNAL DATA SOLUTIONS](#)

599 [TRAVEL SERVICES SOLUTIONS](#) -

[Click here to view GSA BPAs for Emergency Lodging Services](#)

621 I [PROFESSIONAL AND ALLIED HEALTHCARE STAFFING SERVICES](#)

621 II [MEDICAL LABORATORY TESTING AND ANALYSIS SERVICES](#)

65 I B [PHARMACEUTICALS AND DRUGS](#) - Includes Antiseptic Liquid Skin Cleansing Detergents and Soaps, Dispensers and Accessories.

65 II A [MEDICAL EQUIPMENT AND SUPPLIES](#)

65 II C [DENTAL EQUIPMENT AND SUPPLIES](#)

65 II F [PATIENT MOBILITY DEVICES](#) - Includes Wheelchairs, scooters, walkers.

65 V A [X-RAY EQUIPMENT AND SUPPLIES](#) - Includes medical and dental x-ray film.

65 VII [INVITRO DIAGNOSTICS, REAGENTS, TEST KITS AND TEST SETS](#)

66 [SCIENTIFIC EQUIPMENT AND SERVICES](#) - Test and Measurement Equipment, Unmanned Scientific Vehicles; Laboratory Instruments, Furnishings and LIMS; Geophysical and Environmental Analysis Equipment; and Mechanical, Chemical, Electrical, and Geophysical Testing Services

66 III [CLINICAL ANALYZERS, LABORATORY, COST-PER-TEST](#)

67 [PHOTOGRAPHIC EQUIPMENT - CAMERAS, PHOTOGRAPHIC PRINTERS AND RELATED SUPPLIES & SERVICES \(DIGITAL AND FILM-BASED\)](#)

70 [GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE, AND SERVICES](#) - Pursuant to Section 211 of the e-Gov Act of 2002, Cooperative Purchasing provides authorized State and local government entities access to information technology items offered through GSA's Schedule 70 and the Corporate contracts for associated special item numbers. Contracts with the COOP PURC icon indicate that authorized state and local government entities may procure from that contract.

Types of Contracts and Agreements

- Fixed Price
- Cost-Reimbursement
- Incentive Contracts
- Indefinite Delivery Contracts
- Time-and-Materials & Labor-Hour Contracts
- Agreements

Research Websites

- Historical Data & Current / Future Bids
 - USA Spending (www.usaspending.gov)
 - Federal Procurement Data System
(<https://www.fpds.gov>)
 - Federal Business Opportunities (www.fbo.gov)
 - Fedbid (www.fedbid.com)

Getting ready for the research

1. Identify your North American Industrial Classification Code (NAICS)

<http://www.census.gov/eos/www/naics/>

2. Identify your Federal Supply Codes

[https://www.acquisition.gov/PSC Manual](https://www.acquisition.gov/PSC_Manual)

<http://www.census.gov/eos/www/naics/>

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You are here: [Census.gov](#) | [Business & Industry](#) | NAICS

North American Industry Classification System

[Main](#) | [History](#) | [Development Partners](#) | [Federal Register Notices](#) | [NAPCS](#) | [FAQs](#)

North American Product Classification System

NAICS Search:

Enter keyword or 2-6 digit code

[2007 NAICS Search](#)

Enter keyword or 2-6 digit code

[2002 NAICS Search](#)

Introduction

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools.

The official 2007 U.S. NAICS Manual, includes definitions for each industry, background information, tables showing changes between 2002 and 2007, and a comprehensive index. The official 2007 U.S. NAICS Manual is available in print and on CD-ROM from the National Technical Information Service (NTIS) at (800) 553-6847 or (703) 605-6000, or through the [NTIS](#) Web site. Previous versions of the NAICS Manual are available.

Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.

Announcements

COMING SOON
2012 NAICS Search
(Concurrent with the 2012 NAICS Manual)

2012 NAICS Structure [\[XLS, 249KB\]](#)

2012 to 2007 NAICS Concordance [\[XLS, 172KB\]](#)

Downloads/Reference Files/Tools

- [2007 NAICS](#)
- [2002 NAICS](#)
- [Concordances](#)
- [NAICS Update Process Fact Sheet](#) [PDF, 37KB]

 **Federal Procurement Data System - Next Generation**

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Google-like search to help you find federal contracts...

ch contains procurement data as well as additional NASA data (for example, financial assistance actions).

Operation Enduring Freedom (OEF)
A new National Interest Action value 'Operation Enduring Freedom (OEF)' has been added to track the OEF contracts.
For Web Portal users the value 'Operation Enduring Freedom (OEF)' is available for selection in the National Interest Action field dropdown. The Contract Writing systems shall use the code 'O12F' when creating/updating documents through Business Services.
National Interest Action value 'Operation Enduring Freedom (OEF)' is valid from 10/01/2011 to 09/30/2014.

Enhanced Standard Reports
As part of Phase II deployment 18 standard reports has been enhanced on December 15, 2011
Now you can
[» Return data for Summary](#)

NIA Expiration Date Extended
1. National Interest Action value 'Gulf Oil Spill 0410' expiration date has been extended from 02/24/2012 to 08/23/2013 on FPDS-NG Production system.
National Interest Action value 'Gulf Oil Spill 0410' is valid from 04/25/2010 to 08/23/2013.
2. National Interest Action value 'Hurricane Irene 2011' expiration date has been extended from 02/21/2012 to 10/22/2012 on FPDS-NG Production system.
National Interest Action value 'Hurricane Irene 2011' is valid from 08/22/2011 to 10/22/2012.

NIA - Hurricane Irene
National Interest Action (NIA) value 'Hurricane Irene 2011' expiration date has been extended from 10/21/2011 to 02/21/2012. Contract Writing

Top Requests
[» Recovery Report](#)
[» Hurricane Irene Report](#)
[» Pacific Earthquake/Tsunami](#)
[» Hurricane Earl Report](#)
[» Gulf Oil Spill Report](#)
[» Haiti Earthquake Report](#)
[» Hurricane Katrina Report](#)
[» Hurricane Rita Report](#)
[» Other Hurricane/Disaster Relief](#)

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[» Top 100 Contractors Report](#)
[» Multiple or Single Award IDV Correction Requests](#)
[» Software Releases](#)
[» Operation Enduring Freedom \(OEF\)](#)
[» NIA Expiration Date Extended](#)
[» NIA - Hurricane Irene](#)
[» Update Product Service](#)

Federal Contracting 101 - Part 3

How to Sell to the Government

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www.federalcontractingpr.com



FeCC
Federal Contracting Center
a Procurement Technical
Assistance Center



PRIDCO

Government of Puerto Rico
Puerto Rico Industrial Development Company

Part 3 - How to Sell to the Government

- Register in the System for Award Management (SAM)
- Develop a winning SAM and DSBS profile
- Prepare a quality capability statement
- Market directly to agencies
- Engage a mentor or partner

Define Products and Services

- Government uses the [North American Industry Classification System](#) (NAICS) to identify products and services
- [D-U-N-S numbers](#) are used to identify prospective vendors
- DOD uses [Federal Supply Group and Class](#) (FSG/FSC)

System for Award Management (SAM)

- SAM is the primary registrant database for the Federal Government. SAM collects, validates, stores, and disseminates data in support of agency acquisition missions.
- All Prospective contractors (sole proprietors, corporations and partnerships) interested in doing business with the federal government shall be registered in SAM prior to award of a contract.

Develop a Winning SAM Profile

- SAM profile is important. Small businesses should:
 - Access SAM and perform multiple searches as if it was hiring a firm similar to itself
 - Treat its profile as its business resume
 - Get feedback about its SAM profile and update accordingly
 - Updated profile annually or sooner if necessary

FAR 4.11

Dynamic Small Business Profile

- Great marketing tool
- Used by government agencies and businesses alike to search for potential vendors
- Easy to use
- [Don't forget to register](#)

SAM & DSBS as Research Tools

- [Search](#) the SAM for potential clients, vendors, partners or competitors
- [Search](#) the Dynamic Small Business Profiles for clients, vendors, partners or competitors
- Use the Dynamic Small Business Profiles to build list of contacts

Prepare a Quality Capability Statement

- Prepare a comprehensive *Capability Statement* outlining management, technical and business strengths
- Statement should include:
 - Specific capabilities and skills
 - Past performance history, with specific projects
 - Awards and commendations
 - Resumes of key management
- Seek feedback and refine accordingly

What will a capability statement do for you?

- Open doors for you
- Attract customers to consider you
- Serve as a focused electronic summary
- Sets you apart from your competitors
- Represent you in your absence
- Proves you know & understand the market
- Mitigates risk!
 - Proves you know & understand this market
 - The Government is a risk adverse market

Types of Capability Statements

- Door-opener, used to begin relationship-building process
- Obtain meetings with decision-makers
- Tool to use during meetings
- Requested as part of a Sources Sought or RFI response

Use the Capability Statement to:

- Build relationships
- Show the type professional you are
 - Ex: email, web site, typos
 - No clip art, stock graphics
- Mitigate risk
- Separate yourself from competition

A Poor Capability Statement will:

- Slam doors on you
- Highlight your weaknesses
- Proves that you are not competent
- Highlights the risk to hire you
- Proves you DO NOT understand the customer or the market

A Capability Statement ...

- It is not a one-size-fits-all document
- It is not expensive
- It is not complicated
- It is not a PowerPoint
- It is not a replacement for you

Where to Use a Capability Statement

Person to Person

- Conferences
- Vendor outreach sessions
- Agency events
- Matchmaking
- Associations, social events

Referral

- From decision-makers

Virtual

- Email, web site, blog, LinkedIn

Door-Opener Capability Statement

- 1 or 2 pages (1 sheet)
- Living document format
- Depending on its use, it may change for each customer
- The master copy is the base
- If emailed: use PDF format, No Word, Publisher ...

Door-Opener Capability Statement

- Has Five Key Elements
 - Title
 - Core Competencies
 - Past Performance
 - Differentiators
 - Company Data

Key Element # 1: Title

- Title this document a CAPABILITY STATEMENT
- Otherwise it just another flyer or brochure

Key Element # 2: Core Competencies

- Laser-focused on the target!
- Short introduction statement
- Your solid expertise
- Relate your company's core competencies to the target's specific needs
- Followed by key-word heavy bullet points

Core Competency

- Is a specific factor that a business sees as being central to the way it, or its employees, works.
- It is not easy for competitors to imitate.

Core Competencies

For 14 years Aladino Commercial has develop and maintain lasting relationships with business partners like you. Our staff brings proven experience and management in the following

- Janitorial Cleaning
- Pre/Post construction cleaning
- Encapsulation Carpet Cleaning
- Water Damage & Restoration Floor Repairs
- Mold Remediation Services
- Emergency Flood Extraction

Key Element # 3 Past Performance

- List past customers for whom you have done similar work.
- Prioritize by:
 - Internal to that agency
 - Related agency
 - Other government entities: federal, state, local
 - Commercial contracts

Key Element # 3: Past Performance

- Example (if you were the prime):
- Department of Homeland Security: Provided x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxx,xxx over three years.
- Name contract vehicle & amount. **Depending on how you are distributing the document**, give contact reference, name, title, phone and email.

Note: If past projects do not relate to the targeted agency's needs, do not list.

Key Element # 3: Past Performance

- Example (if you were the subcontractor):
- Department of Homeland Security: As a subcontractor to PRIME, provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxxx over three years.
- **Depending on how you are distributing the document,** give contact reference, name, title, phone and email.
- Note: If past projects do not relate to the targeted agency's needs, do not list.

Key Element # 3: Past Performance

- Example (if you were an employee):
- Department of Homeland Security: As an employee of **COMPANY**, provided the x-y-z services to enable the effective use of a-b-c thereby reducing costs by \$xxxxx over three years.
- Give contact reference, name, title, phone and email.
- Note: If a reference is not available, do not list.

Past Performance : Sample

Agency	Work	Contract	Amount	Reference
VA	Call center assessment	SP4800-R-1234	\$50K	Juan del Pueblo juan@va.gov (787)756-6983
USDA	VOIP install	HQ234-F-2345	\$250K	Juan del Campo campo@usda.com (202)234-9876

- Note: Use ONLY with in-person meetings

Key Element # 4: Differentiators

- Identify what makes you different from your competitors
- And how this benefits the targeted:
 - Agency
 - Prime
 - Team



Key Element # 4 Differentiators

- What makes you truly different from your competitors:
 - Location
 - Training
 - Industry certifications
 - Exclusives
 - Relationships
 - Experience
- Should be measurable if at all possible

Differentiators

- 24-7 Emergency Service
- 100% of projects completion on-time
- \$ _____ in bid and performance bonds
- Zero claims and 100% client satisfaction
- Insurance certified safety & training programs
- Quality control & quality assurance programs
- Full coverage liability and workmen's comp. insurance
- We only provide “green cleaning” by utilizing environmentally-safe products.

Differentiators are NOT

- Socioeconomic certifications
- Generic statements
- Static, never changing
- One type fits all
- “Quality” people, services, products
- “100” or xx years of experience
- “Best in class”, “world class”...

Key Element # 5 Company Data

- Name
- Email
- Phone: office, direct
- DUNS & CAGE Code
- NAICS
- Contract Vehicles (GSA, BPAs)
- Socio-economic certifications: SDB, WOSB, 8(a), HUBZone, SDVOB

Key Element # 5 Company Data

- If it makes you look good:
 - Financial stability
 - Bonding capacity
 - Number of employees
 - Teaming agreements or JVs

Capability Statement

Your Logo Here

TargetGovTip: This is a content & design template. Show your logo and contact information, with a specific person's name, phone, and email.

Core Competencies:

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements]."

Short introduction statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

TargetGov Tips:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

Differentiators:

Identify what makes you different from your competitors and how this benefits the targeted agency.

TargetGov Tip: Relate your key differentiators to the needs of the agency, prime, or teaming partner.

Sample Differentiator Questions

- Why did your biggest customer want you?
- How and why is your company the best choice for the needs of this opportunity or agency?
- What is it about your services/products that make you stand out from the rest?

Past Performance:

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

TargetGov Tip: Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

Company Data:

Company History
One very brief paragraph of company description detailing pertinent facts.

TargetGovTip: Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

List Specific Codes:

- DUNS
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State contract Numbers

COMPANY NAME

CAPABILITY STATEMENT

CAPABILITIES

Write a brief introduction of your company's core capabilities and provide a bulleted, keyword heavy list of your products and services. This should not be the full history of your company, or your mission and vision statements; rather, try to write a sentence or two that clearly articulates the products or services you provide.

- Capability 1
- Capability 2
- Capability 3
- Capability 4
- Capability 5
- Capability 6
- Capability 7
- Capability 8

DIFFERENTIATORS

The Differentiators section is your opportunity to clearly define what makes your company different from all the rest and to explain why it matters.

- Quantified example 1
- Quantified example 2
- Quantified example 3
- Quantified example 4
- Quantified example 5

PAST PERFORMANCE

Include a list of relevant projects/customers for which you have worked, as well as a very brief synopsis of the project. If possible, you should include the client's contact information, as well.

Client Name	Project	Contact Information
Client 1	Provided A and B over a period of XX years/months to address/resolve/improve X and Y.	Jane Doe, Director, 888-867-5309, jdoe@companya.com
Client 2	Developed and executed C and D utilizing H, I and J technologies.	Sally Doe, COR, 888-867-5309, sdoe@agency.gov
Client 3	Implemented this and that and continue to provide ongoing support and maintenance.	John Doe, CTO, 888-867-5309, jdoe@companyd.com

COMPANY DATA

- License Numbers
- Federal ID (TIN or EIN)
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, MBE, etc.
- Industry Certifications: ISO, CMMI, etc.
- Relevant Codes (Just the numbers, not the description): NAICS, SIC, UNSPSC, CAGE, HIS, etc.
- GSA Schedule Contract Number
- Contract Vehicles
- Contract Numbers

Contact Name
Title

Phone:

Mobile:

Email:

www.yoururl.com

Corporate Office
Address 1
Address 2
City, State Zip

Your address, phone numbers (voice, mobile, and fax), email, website, and other related contact information

Uses of Door-Opener Capability Statement

- Meeting request
- Email introduction
- Procurement conferences
- Leave behind (Paper)
- Follow-up (PDF)
- Industry days

Obtaining Decision-Maker Meetings

- Identify Targeted Organization
 - Agency, prime, team member
- Create a Targeted Capability Statement
- Identify exact person: Small business rep, contracting officer, program manager
- Contact via email to request a Capability Briefing, include your Capability Statement as a PDF
- Contact via phone

Capability Briefing

- The purpose is to show how your firm definitively fits into their specific needs
- Tips:
 - Do your homework first
 - Know if/when/how they are buying what you sell
 - Give specific reason why you want to meet tailored to that person and their responsibility

Pre-Briefing Research

- Use FPDS.gov for past opportunities
- Use FedBizOpps for current opportunities
- Use Agency Forecast for upcoming opportunities

Obtaining Decision-Maker Meetings:

Subject line: Capability Briefing request

Dear Mr _____,

I am writing to request a Capability Briefing to discuss how XYZ Co can fit the requirements of your agency.

Our Capability Statement is attached detailing our Core Competencies and Past Performance. Are you available for a 30 minute meeting on Tuesday at 10am or Thursday at 1pm? I will follow-up with a phone call to firm up the time. If you prefer to reach me my direct line is ____.

Mistakes to Avoid

- Don't ask what they need
- Don't take a generic PowerPoint or Capability Statement
- Do not confuse the OSDBU, CO and PM

Market Directly to Agencies

- Market products directly to federal agencies and large prime contractors
- Participate in procurement related conferences, activities and matchmaking events
- Take advantage of training / networking opportunities identified on SBA's local district office Websites.

Use Procurement Vehicles

- Consolidated purchasing vehicles
- Multiple Award Schedules
 - Learn about [GSA Schedules](#)
 - Learn about [GWACS](#)



Find Contract Opportunities

- Federal government lists contract opportunities online at www.fbo.gov
- Learn more about FBO: [Demonstration Videos](#) & [FAQs](#)



Engage a Mentor or Partner

- A firm can waste a lot of time and expend unnecessary resources if it doesn't understand how to play in the federal contracting arena
- Knowledge is everything
- Find a mentor or contracting coach
- Create partnerships or form joint ventures

Conclusion

- Thank you for participating in Part 3, of the Government Contracting 101 training series
- Review Parts 1 and 2
 - Government Contracting and SBA Certification Programs
 - How the Government Buys

Thank you...

Stay in touch...

FOLLOW US



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ARE YOU REGISTERED IN SAM?

To do business with the federal government you must be registered in the System for Award Management (SAM), previously known as the Central Contractor Registration (CCR).

[Learn more...](#)

SMALL BUSINESS PROGRAMS

Take advantage of socio-economic programs to increase your competitive advantage. Review the 8(a), HUBZone, Women-Owned and Veteran-Owned programs.

[Learn more...](#)

REQUEST OUR SERVICES

We have 30 years of experience in federal contracting. All of our services are free of charge. To request our services, fill out this form and we will contact you to get started.

REGISTER TODAY!

[Register here...](#)

Saudi Losses in Yemen War
Exposed by U.S. Tank Deal

Searching for opportunities?

Every day the federal government publishes their business opportunities that are expected to



**Remember that you are not alone; we have 32
years of experience in helping companies
doing business with the Federal Government.**

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Thank you!