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# Navigating The Federal Procurement Process 101



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# Navigating The Federal Procurement Process 101

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## AGENDA

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## AGENDA

- **1.** Background
- **2.** US Federal Government Make-Up & Budget  
*Who / What / When / How*
- **3.** Basic Registrations & Beginner Action Plans
- **4.** Tools & Best Practices
- **5.** Methodology & B2G Processes
- **6.** Conclusions
- **7.** Resources (Websites)

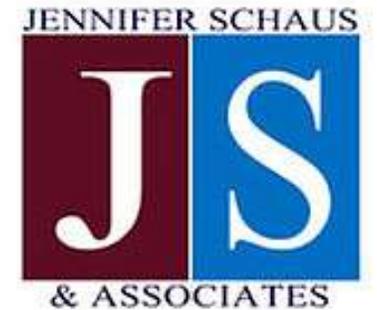
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## 1. Background

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## 1. Background

- **20 +** Years in Federal Contract Consulting
- Washington DC based
- **Services:** Market Intelligence Reports, Contract Vehicles, Proposal Writing, Marketing and Business Development.
- **Clients:** Established federal contractors, larger side of small, domestic, foreign, publicly traded firms
- **Other:** 600+ Webinars on YouTube, Quarterly Events, Newsletter reaching 29K Federal Contractors
- **Our 3 Pillars: Consult – Educate – Network**



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## 2. US Federal Government Make Up & Budget

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## 2. US Federal Government Make Up & Budget

### Branches Of US FEDERAL Government



#### ➤ **Legislative**

- Congress: Senate & The House

#### ➤ **Executive**

- President
- Vice President
- Cabinet = 15 Departments (430 Agencies)

#### ➤ **Judicial**

- Supreme Court
- Federal Court

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## 2. US Federal Government Make Up & Budget

- **Executive Branch & Contracting Rules**
  - **WHO:** 15 Federal Departments
  - **WHAT:** Largest Spender IN THE WORLD
  - **WHERE:** Worldwide purchases
  - **WHEN:** Fiscal Year runs OCT 1 – SEPT 30 (**Note:** Q4 Spike)
  - **HOW MUCH?** Billions
  - **HOW:** Procurement Rules: The FAR
    - All Follow The FAR, Federal Acquisition Regulations
    - DoD Follows The FAR, The DFARs & The FAR Supplements
    - Select Departments/Agencies: The FAR & The FAR Supplements
  - **WHY?** That's where YOU come in!

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## 2. US Federal Government Make Up & Budget

### ➤ Contracting Data Intelligence – Past, Present & Future

#### ➤ Past Procurement Data

- Data analytics: Use this as a guideline to predict future solicitations
- Found on [SAM.gov](https://sam.gov) and [FPDS.gov](https://fpds.gov) and [USASpending.gov](https://USASpending.gov)

#### ➤ Procurement Forecast (Upcoming / Planned / Budgeted)

- What / when / how / how much the government is going to purchase
- Found on Agency websites – also [Acquisition.gov](https://Acquisition.gov)
- Use this to plan your time / strategy / investment
- If not available, contact OSDBU or OSBP

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## 2. US Federal Government Make Up & Budget

- **Contracting Resources / Small Business Advocates:**
  - OSDBU
    - Office Of Small & Disadvantaged Business Utilizations
    - Civilian Department terminology
  - OSBP
    - Office Of Small Business Programs
    - Defense Department terminology

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## 2. US Federal Government Make Up & Budget

### Acquisition Forecast – **SAMPLE** (DHS)

**APFS** Home About Contact Us Government Users Documentation Official website of the Department of Homeland Security

View	APFS Number	Component	Title	NAICS	Contract Status	Place of Performance City	Place of Performance State	Dollar Range	Estimated Solicitation Release	Forecast Published
<a href="#">View</a>	*F2019047387	USCG/SILC-Const.	PSN 5626092 Major M&R and Asbestos Abatement Support Bldg in Hickman, KY	236210 - Industrial Building Construction	New Requirement, No Contract	Hickman	KY	\$500K to \$1M	02/15/2024	01/30/2024
<a href="#">View</a>	*F2019047737	USCG/CG-912	Waterways Commerce Cutter (WCC) - Replace WLI	336611 - Ship Building and Repairing	New Requirement, No Contract	NA	NA	Over \$100M	08/15/2024	08/23/2023
<a href="#">View</a>	F2019048487	CBP/Air and Marine	MINOTAUR RAPID REACTION AND	541330 - Engineering Services	New Requirement, No Contract	Washington D.C.	DC	\$10M to \$20M	04/17/2020	03/09/2020

## 3. Basic Registrations & Beginner Action Plan

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## 3. Basic Registrations & Beginner Action Plan

- Basic Registration
  - [SAM.gov](https://sam.gov) - *System For Award Management*
    - UEI Assigned (*Unique Entity Identifier*)
    - CAGE Code Assigned (*Commercial And Government Entity*)
    - NAICS Codes, Demographic Info, etc.
    - Check boxes for any set-asides (small, SDVOSB, HUBZone, etc)
  - [DSBS.sba.gov](https://dsbs.sba.gov) (Dynamic Small Business Search)
  
- **NOTE:** *Only a drivers license. You still need the car, gasoline, insurance & pass the driving test, etc.*

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## 3. Basic Registrations & Beginner Action Plan

- Monitor [SAM.gov](https://sam.gov) for Solicitations / Notifications:
  - All federal solicitations **over \$25K (present)**
    - Sources Sought
    - RFI, Request For Information
    - RFQ, Request For Quote
    - RFP, Request For Proposal
  - Industry Days (usually centered around a solicitation)

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## 3. Basic Registrations & Beginner Action Plan

- Review the **SBA Scorecard**
  - Each Department gets a grade
  - Published annually (Historical reports available!)
  - Score for each Department on meeting **Small Business Goals**
  - Score for each Department on meeting **Subcontracting** (Small Business) **Goals**
- Federal Direct Goal: **~24%**
- Subcontracting Goal: **~36%**

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## 3. Basic Registrations & Beginner Action Plan

- **Reverse Engineer**
- Cross reference your research on:
  - Small Business Goals (*who has the propensity to purchase from you*)
  - Actual Purchase / Forecast (*who purchases your solution*)
- Be specific in your capability.
- Be specific in your search.
- Market to the opportunity / solicitation (**not** the agency)

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## 3. Basic Registrations & Beginner Action Plan

- Create A **Capability Statement**
  - Just that: Your Capabilities on ONE PAGE. Company resume.
  - Generic one for company, **PLUS** one for the opportunity
  - Include your:
    - NAICS with Description
    - Business Size
    - Certifications
    - Contract Vehicles
    - UEI # (assigned in [SAM.gov](https://sam.gov))
    - Contact Info
    - Past Performance

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## 3. Basic Registrations & Beginner Action Plan

### ➤ **Stay Knowledgeable / Educated**

- Monitor Industry News, Key Players, Influencers as well as Fed Gov
- Google Alerts
- Public Affairs Info for the Department, Agency
- Join trade organizations, associations, etc.
  - Some related to federal contracting, set-asides, etc.
- Subscribe to trade and/or Fed Gov News outlets
  - Federal News Network, Gov Exec, Defense Scoop, etc.

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## 4. Tools & Best Practices

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## 4. Tools & Best Practices

- Spend more time **Researching versus Responding**
- Market to the OPPORTUNITY, **not** to the Department / Agency
- Use data / information / trends to guide you!
  - [SAM.gov](https://sam.gov) or data aggregator platforms / apps
- Respond to Sources Sought & RFI – beginning of the opportunity!
- Find teaming partners – friendly competitors

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## 4. Tools & Best Practices

### ➤ **Add Value**

- Why choose you?
- Lead with capabilities **NOT** your “check-box status”!
- Although there are SBA Goals, **merit counts more than a “check-box”**
  - Plenty of “check box” companies out there!
  - Not enough companies with the merit / past performance

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## 4. Tools & Best Practices

### ➤ Relationships Matter

- Network – Events – [GovEvents.com](http://GovEvents.com)
- Industry Organizations
  - Associations and Chambers Of Commerce
  - Get involved
- Industry Days (posted on [SAM.gov](http://SAM.gov))
  - Meet with Gov and Partners, Primes, etc.

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## 4. Tools & Best Practices

### ➤ **Stay In the Know**

- Strategic & Tactical aspects of the sector (proposal writing, marketing,
- Rules (The FAR and more!)
- Basic industry / opportunity news
- Top Primes – who is who – Top 100 Vendors per Department
- Follow the opportunity, know the outside impacts
  - Economic
  - Political
  - Legislation

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## 5. Methodology & B2G Processes

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## 5. Methodology & B2G Processes

- **Create Standard Operating Procedures**
  - Methodology And Process around all aspects of your business
  - What systems / software - and metrics do you have in place
  - How are you benchmarking
  - **Beginner:** Meeting with Coach, Team Meeting, B2G Business Plan
  - **Intermediate:** QC Plan, Bid vs No Bid Decision Matrix
  - **Advanced:** Refining the above, Contract Vehicles, Teaming, Hiring, etc.,

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## 5. Methodology & B2G Processes

### ➤ 3 Main Areas of Consideration

- Capture = Marketing & Business Development
  - Use data (FACTS!) to drive your strategy, how and where you spend your time, effort & money!
  - Where & how to source leads
    - SAM.gov versus paid platforms
  - Bid vs. No Bid Decision Matrix
  - Strategy on building relationships with Primes, Subs, Influencers, Fed Gov, etc.
  - Contract Vehicles: GSA / VA Schedule, etc.

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## 5. Methodology & B2G Processes

### ➤ 3 Main Areas of Consideration, *continued*

#### ➤ Pricing Methodology

- Attractive to Primes?
- Buying contracts vs. profitability (LP TA contract consideration)
- Discounting policies and procedures
- Professional Services: Labor Category Levels / Tiers
- Contract vehicle liabilities
  - Not to exceed rates / price ceilings
  - Discounting limitations
  - Price increase limitations

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## 5. Methodology & B2G Processes

### ➤ 3 Main Areas of Consideration, *continued*

#### ➤ Compliance

- Subcontractor FAR Flow Down Clauses will apply!
- Understood and adhered to?
- Outside counsel
- Stay educated on NDAA, Rules/Regs – The FAR
- CMMC impact & cost (DoD – technology)
  - Cybersecurity Maturity Model Certification

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## 6. Conclusions

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## 6. Conclusions

- **Basic Considerations & Conclusions**
- **Why Are You Entering The Market?**
  - Meet or Exceed the basic qualifications?
  - Solving a problem?
  - Commodity or uniqueness – what is your edge?
- **Past Performance**
  - Where and when and for whom have you done this in the past?
  - Leader in your industry
  - Jack of All - or - Master Of "One"/ Specialty

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## 6. Conclusions

### ➤ **Basic Considerations And Conclusions**

#### ➤ Pricing

- Fair & Reasonable?
- Competitive with others?

#### ➤ Relationships

- Does the buyer, influencer, program manager know you?
- Did you know about the opportunity in advance?
- Can you / did you help shape the opportunity? (Reactive vs Proactive)

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## 6. Conclusions

### ➤ Unique Federal Sector Market Considerations

- Tough industry and not for everyone – ultra competitive
  - Complex rules and hard to break in
- Long sales cycle – Cost of Doing Business (18-24 Months before first contract)
  - Proactive vs. Reactive - Mature Strategy Needed
    - Relationships matter
  - Grit, Determination and Rinse / Repeat

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## 7. Resources

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## 7. Resources

### Apex Accelerators

Formerly PTAC / Assistance for small businesses interested in federal contracting. Classes, training, mentoring.

<https://www.jenniferschaus.com/doing-business-with>

### SAM.gov

Basic business registration (add certifications, search for opportunities)

<https://sam.gov/content/home>

### DSBS

Dynamic Small Business Search

<https://dsbs.sba.gov/>

### SBA Scorecard

Evaluates how Departments did with regards to meeting small business goals & subcontracting

<https://www.sba.gov/document/support-small-business-procurement-scorecard-overview>

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## 7. Resources

### The FAR

Federal Acquisition Regulations. Government purchasing rules and regulations.

<https://www.jenniferschaus.com/thefar>

### DFARS

Department Of Defense Federal Acquisition Regulations.

<https://www.jenniferschaus.com/the-dfars>

### FAR Supplements

Federal Acquisition Regulations. Contracting nuances within some Departments / Agencies

<https://www.jenniferschaus.com/far-supplements>

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## 7. Resources

### **Complimentary Videos on Government Contracting**

Rules and regulations as well as strategic and tactical topics (marketing, proposal writing , etc)

<https://www.youtube.com/@jenniferschaus/videos>

### **Acquisition Forecast**

What, when, how, how much the Department / Agency will purchase

<https://www.acquisition.gov/procurement-forecasts>

### **SBA Procurement Center Assistance**

Regional support for aspiring federal contractors

<https://www.sba.gov/federal-contracting/counseling-help/procurement-center-representative-directory#section-header-2>

### **GovEvents**

List of private sector and public sector events around public sector contracting

<https://www.GovEvents.com>

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## Thank You For Attending



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March 2024

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