AMERICA'S SBDC FLORIDA
Procurement Technical Assistance Center

# Government Contracting

*"Is it for my business?"*

Helping Businesses
Grow & Succeed

# Selling to the Government

## (Overview)

***Scotty Wilson***
***Government Contracting Specialist***

IRSC

PROCUREMENT TECHNICAL ASSISTANCE CENTER | PTAC

*Hosted by*

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# Can I sell to the Government?

- Time in Business (performance history)
- Need to understand the process and requirements (registrations)
- Who's buying my stuff (research)
- Assess Readiness (can I fulfill?)
- Identify target; local, state, federal, agency? (need cash flow)

# Selling to Government Agencies

**BE REALISTIC – Self Check**

- Are you prepared to respond?
- Do you have the personnel to commit?
- Do you have the resources?
- What is your potential?
- Who are your competitors?
- Can you perform if successful?

# Potential Market

Market your product/service to:

- School Districts
- Counties
- Cities
- Universities
- VA Hospitals
- Federal Government/Military
- Water Management Districts

# Federal Statutory Goals

- 23% of overall prime contracts set aside for small businesses; (small business determined by NAICS code) North American Industry Classification
- Within that 23%;
- 5% - Women Owned (WOSB)
- 5% - Small Disadvantaged (SDB)
- 3% - HUB Zone
- 3% - Service disabled/Veteran owned (SDVOB)

# Government Contracting Specialist

- Assist in assessing readiness.
- Assist in fulfilling registration requirements.
- Identify a starting point.
- Assist in marketing (finding opportunities)
- Assist in certifications (WOSB, Veteran, Minority, etc)

# Government Contracting Services

## Procurement Technical Assistance Center (PTAC)

# Six Step Gateway to Success

Looking for an opportunity to grow your sales? Government contracting may be an avenue to consider, as it can provide long-term growth for a wide variety of businesses. Every level of government buys goods and services, spending billions of dollars, annually, even during times of economic uncertainty and reduced spending.

### 1. EVALUATE

**Decide if government contracting is the right path for your business**

- ★ Understand what agencies buy, when, and how much is purchased—understand the demand for your product or service
- ★ Focus on market areas that present the best probability for success

### 2. PLAN

**Develop your plan for entering into the government marketplace**

- ★ Develop a government marketing plan that best positions your company to succeed
- ★ Target government agencies and prime contractors who are buying what you provide
- ★ Research government agency procurement histories and forecasts

### 3. REGISTER

**Complete the required business registrations**

- ★ Complete required and mandatory government database registrations including: D&B DUNS, System for Award Management, Dynamic Small Business Search, MyFloridaMarketplace, city government, and others

### 4. PREPARE

**Develop marketing tools and secure small business certifications**

- ★ Develop your corporate capability statement
- ★ Create your government-focused "sales pitch", collateral, and e-marketing resources
- ★ Secure preferred small business certifications such as: 8(a), Woman-Owned Small Business, HUBZone, Veteran-Owned, and state and local certifications

### 5. PURSUE

**Find, select, and pursue government opportunities**

- ★ Identify contracting and sub-contracting opportunities through government bid boards, posting databases, and networking
- ★ Obtain a GSA Schedule contract, if applicable
- ★ Computerized Bid Matching Services (daily searches and email alerts)
- ★ Analyze solicitations/bids and cost elements

### 6. ACHIEVE

**Win, support, and operate government contracts—and win more business**

- ★ Support the phase-in of your government contract
- ★ Develop a government accepted accounting system
- ★ Prepare for any contract audits, reports, and modifications

**$461.8 MILLION**
**IN GOVERNMENT CONTRACTS WON**
by client businesses in 2016 and more than $8.3 billion since 1986, resulting in 187,090 jobs created and retained.

## DIRECTORY

| | |
|---|---|
| Pensacola | 850.474.2549 |
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| Tallahassee | 850.599.3407 |
| Jacksonville | 904.620.2476 |
| Orlando | 407.420.4850 |
| Melbourne | 321.433.5570 |
| Tampa | 813.905.5800 |
| Fort Myers | 239.745.3708 |
| Fort Pierce | 772.462.4942 |
| Boca Raton | 561.862.4782 or 4781 |
| Fort Lauderdale | 954.762.5235 |
| Miami | 305.779.9230 |
| Statewide Manager | 850.898.3485 |

### READY FOR GOVERNMENT CONTRACTS?

Visit us online or contact your local office and get started on your path to success today.

→ fptac.org

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PROCUREMENT TECHNICAL ASSISTANCE CENTER | PTAC

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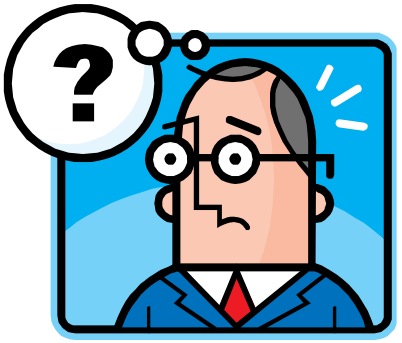
# Summary

- Decide if selling to the government is for you.
- Familiarize yourself with the process.
- It's OK if you are not ready, if you want to be, start preparing now.
- Register with the agencies that you want to sell to.
- Government contracting is competitive, so you must compete.

# Questions