

GOV'T FISCAL YEAR



**Taking Advantage of the
Government Fiscal Buying
Cycles**

ABOUT ME...



Abraham Xiong

- ▶ **Small Business Advocate**
- ▶ **Lifelong entrepreneur**
- ▶ **First Startup: Baseball Card Shop**
- ▶ **Office Furniture: \$300 to \$10 mil inventory**
- ▶ **Real Estate Investment**
 - **(R.E. Bubble Burst)**
- ▶ **Government Contract Consulting**
- ▶ **Government Contractors Association**

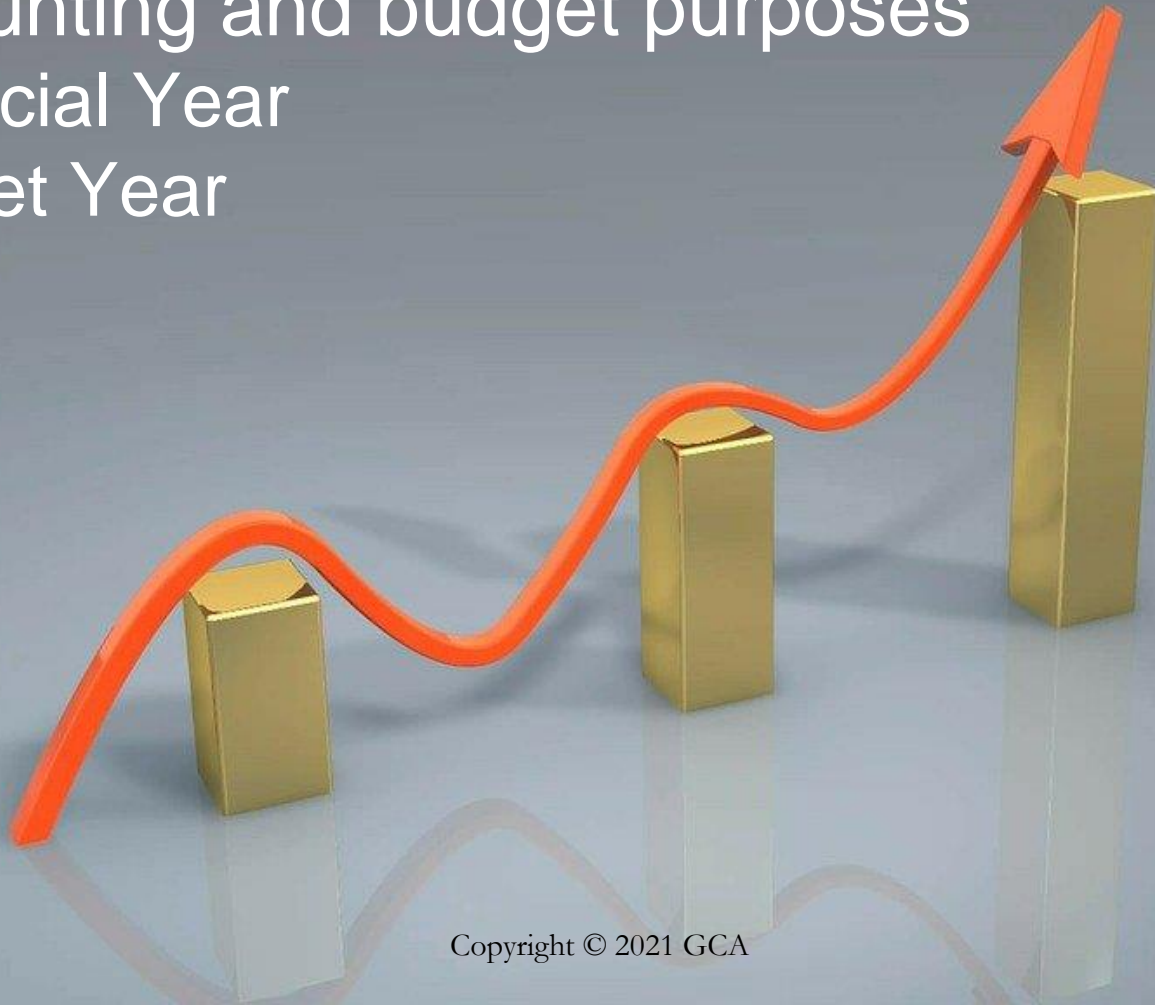
WHAT YOU'LL LEARN

- What are the government fiscal cycles (federal, state, local)
- Best time to market, build relationships, and sell
- When are CO/KO most receptive to hear from you
- 10 steps agencies go through (From budgeting to forecasting to award)
- How to take advantage of the fiscal cycle
- DOWNLOAD: www.GovAssociation.org/download

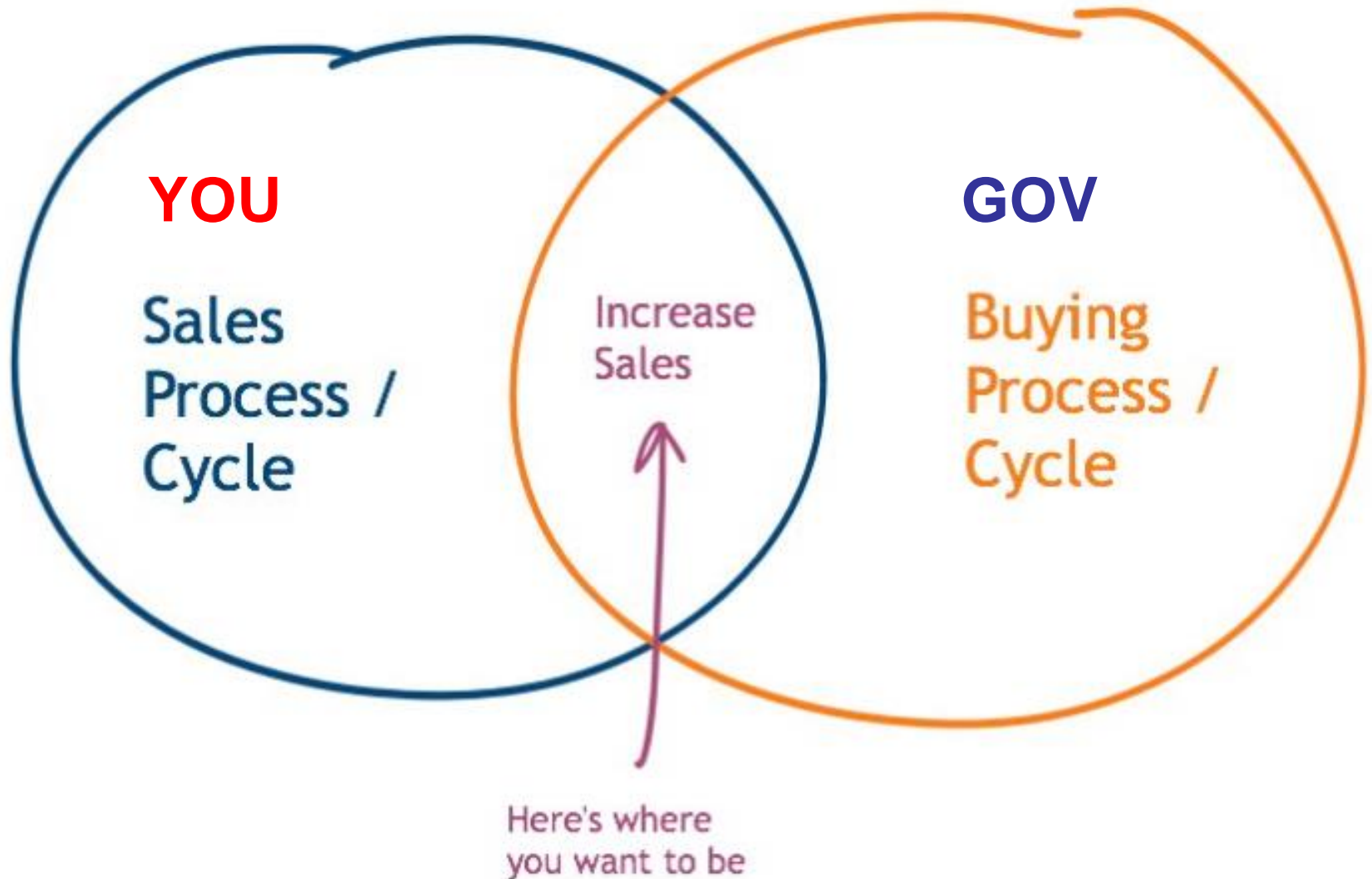
What is a Fiscal Year

FISCAL YEAR

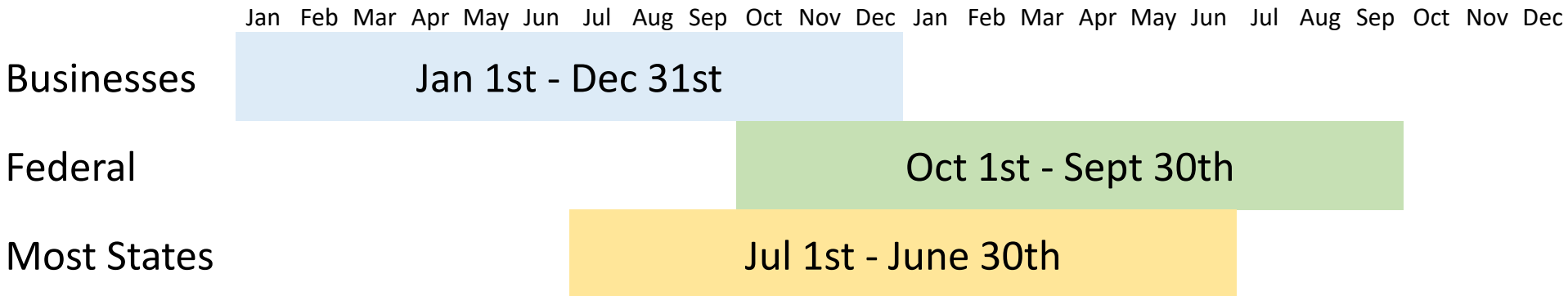
- The period used by governments for accounting and budget purposes
- Financial Year
- Budget Year



WHY YOU SHOULD CARE?



Types of Fiscal Year



46 states set their fiscal year to end on June 30

Alabama, ends September 30

Michigan, ends September 30

New York, ends March 31

Texas, ends August 31

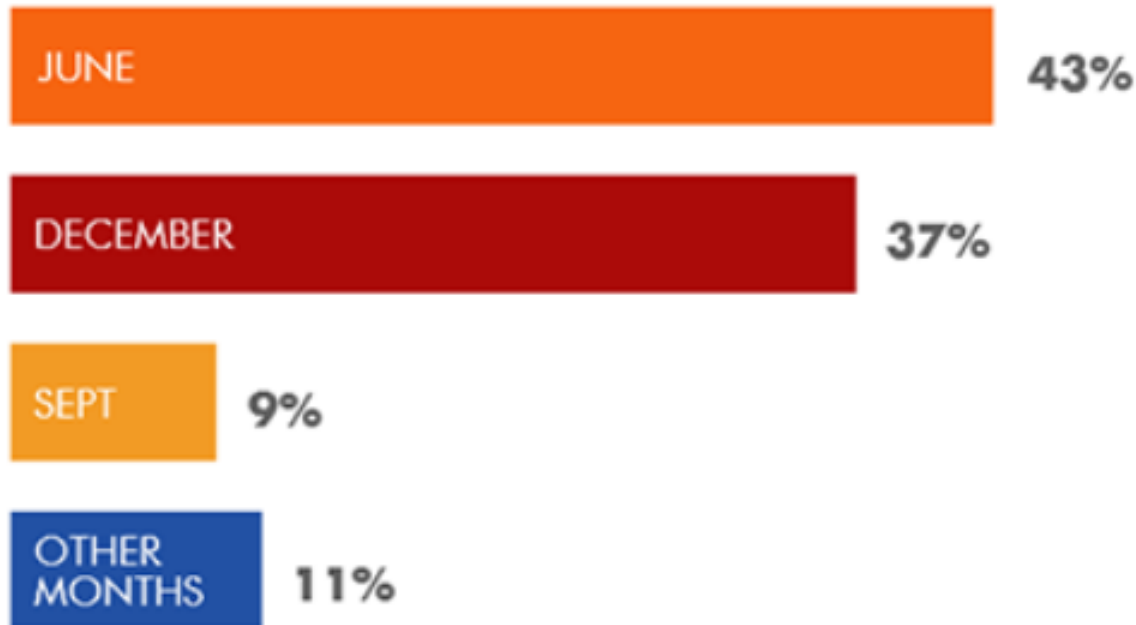
State Fiscal Year



Local/Counties/Cities

●●● AGENCY FISCAL YEAR END DATES ●●●
IN THE STATE, LOCAL AND EDUCATION MARKET
WWW.ONVIA.COM

MOST COMMON FISCAL YEAR END MONTHS RANKED



Business Fiscal Year

FISCAL YEAR

- Fits natural business cycles
- **Businesses:**
- **Calendar Year = Fiscal Year**
- **65%** of publicly traded companies
- **99%** of small businesses

Ideal Fiscal Year Cycle?

- Retail Stores:
- School Systems:
- Resorts:
- Feb 1 – Jan 31
- July 1 – June 30
- Oct 1 – Sep 30



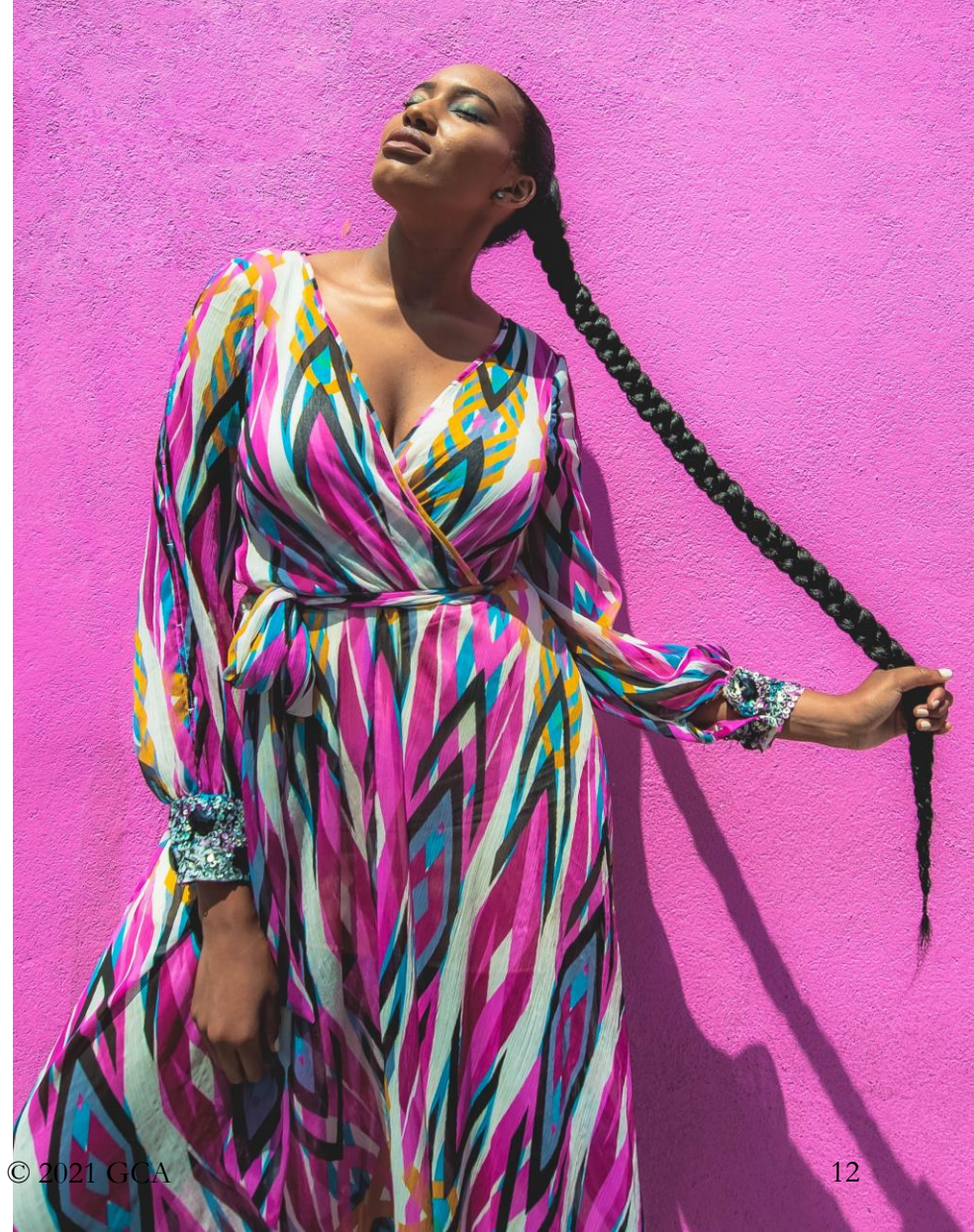
Government: 10 Steps to Engage You

- 1) **Need:** End user/agency has a need
- 2) **Budget:** Needs get appropriated with funding
- 3) **Forecast:** Spending date is determined
- 4) **Market Survey:** Sources Sought/RFI/Pre-Solicitation
 - Sole Source happens at this level
 - Set aside happens at this level
- 5) **Solicitation:** RFP/RFQ/IFB
- 6) **Proposal:** Response to opportunity
- 7) **Award:** Source Board reviews/PCO awards
- 8) **Performance:** Service or product is delivered
- 9) **Compliance:** ACO/TCO/COTR
- 10) **Closure:** Closing out the project

12 STEPS of Government Contracting

ASERIM ROPP-CC =
Goddess of Gov't Contracting

- 1) **A:** Assessment
- 2) **S:** Strategy
- 3) **E:** Education
- 4) **R:** Registration
- 5) **I:** Image
- 6) **M:** Marketing
- 7) **R:** Relationship
- 8) **O:** Opportunities
- 9) **P:** Proposal
- 10) **P:** Performance
- 11) **C:** Compliance
- 12) **C:** Closure



SYNCED UP...

VENDOR'S PERSPECTIVE

+ P = Preparation

- 1) A: Assessment
- 2) S: Strategy
- 3) E: Education
- 4) R: Registration

+ P = Promotion

- 5) I: Image
- 6) M: Marketing
- 7) R: Relationship

+ P = Proposal

- 8) O: Opportunities
- 9) P: Proposal

+ P = Performance

- 10) P: Performance
- 11) C: Compliance
- 12) C: Closure

P = Profit

GCA'S PERSPECTIVE

+ P = Preparation

- 1) Business Coach
- 2) Strategist
- 3) Translator/Teacher
- 4) Registration Guide

+ P = Promotion

- 5) Branding/Messaging
- 6) Marketing/Sales Strategy
- 7) Relationship Manager

+ P = Proposal

- 8) Research Team
- 9) Proposal Trainer

+ P = Performance

- 10) Delivery/Execution Team
- 11) Compliance/Legal Team
- 12) Contract Management Team

P = Professional Contracting Dept.

GOVERNMENT'S PERSPECTIVE

+ P = Preparation

- 1) Need
- 2) Budget
- 3) Forecast

+ P = Promotion

- 4) Market Survey

+ P = Proposal

- 5) Solicitation
- 6) Proposal
- 7) Award

+ P = Performance

- 8) Performance
- 9) Compliance
- 10) Closure

P = Project Completion

QUARTER 1:

GOV'T

- Need
- Budget
- Forecast

YOU

- Assessment
- Strategy
- Education
- Registration

QUARTER 2:

GOV'T

- Survey (market study)

YOU

- Image
- Marketing
- Relationship

QUARTER 3:

GOV'T

- Solicitation
- Proposal Review
- Award

YOU

- Opportunities
- Proposal Writing

QUARTER 4:

GOV'T

- Solicitation
- Proposal Review
- Award
- Performance
- Compliance
- Closure

YOU

- Opportunities
- Proposal Writing
- Performance
- Compliance
- Closure

QUARTER 4:

Gov't Key Initiatives:

- Push to complete acquisitions that were started earlier in the year to get those contracts awarded before September 30
- Review of agency budgets to identify unobligated procurement funds
- Fresh look at program requirements to identify potential requirements not yet funded
- **USE IT or LOSE IT**
 - Avoid Budget Reduction

QUARTER 4:

Your Key Initiatives:

- Pump up the Volume
 - Write more proposals
 - You can't win if you don't submit
- SAP=Simplified Acquisition Procedures
 - SAT=Simplified Acquisition Threshold
 - Small biz <\$250K
- Sole Source
 - Direct Award to 1 company
 - Price negotiation
 - No lengthy procurement process
- Micro Purchases
 - <\$10K projects

AWARDED TO PRIVATE SECTOR

Top Agencies

- DOD: 64.8%
- DOE: 5.3%
- VA: 5.1%
- HHS: 4.7%
- Homeland: 3.1%

Total Contracts:

\$507,922,781,815

AGENCIES

Department Of Defense

\$329,082,873,723

Department Of Energy

\$27,012,867,088

Department Of Veterans Affairs

\$26,245,344,221

Department Of Health And Human
Services

\$24,505,655,558

Department Of Homeland Security

\$16,769,690,216

Top Agency in Georgia

Centers For Disease Control And Prevention

Total Contracts:

\$6,259,368,565



CONTRACTORS

MERCK SHARP & DOHME CORP

\$1,727,079,245

PFIZER INC

\$1,114,669,274

GLAXOSMITHKLINE LLC

\$831,363,955

SANOFI PASTEUR INC

\$654,997,535

EMERGENT BIODEFENSE OPERATIONS

LANSING LLC

\$213,907,168

Federal Competition

60% of contracts are competitively awarded

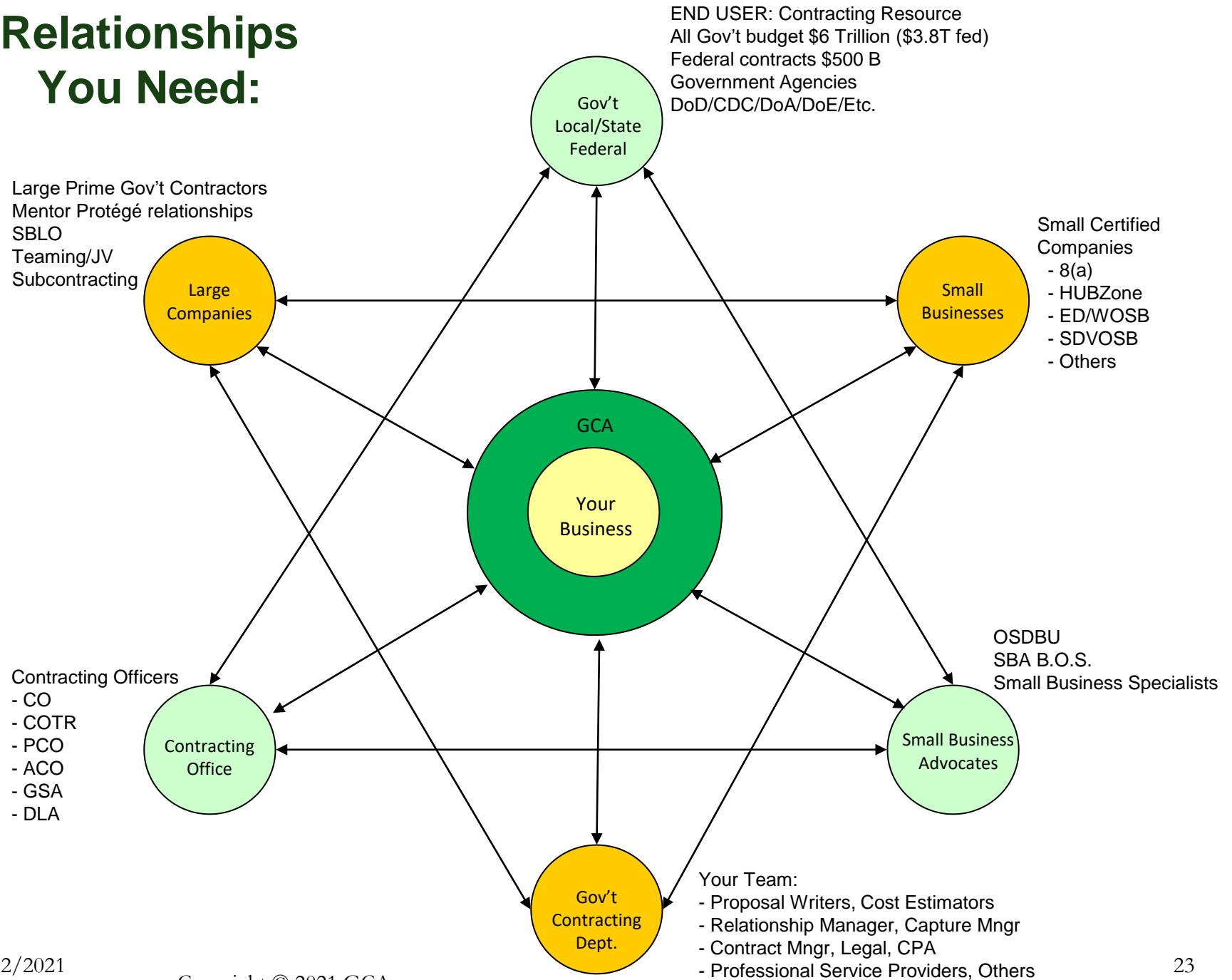
\$ COMPETED
\$320 billion

ACTIONS COMPETED
21,858,521

\$ NOT COMPETED
\$190 billion

ACTIONS NOT COMPETED
925,888

Relationships You Need:



CERTIFIED CAPTURE MANAGER PROGRAM



CERTIFIED CAPTURE MANAGER

- Whether you're interested in expanding your business or exploring a new professional career path, the government contracting industry is the ideal market. The logical next step is to set yourself apart from your competitors by becoming a Certified Capture Manager (CCM).
- A Capture Manager is responsible for winning business in the government market. Capture Managers oversee bid strategies, teaming, pricing, and proposal strategies once a decision has been made to move forward with a bid.

BENEFITS of the CCM PROGRAM

- Distinguish yourself among your peers
- Help your company win more gov't contracts
- Expand your knowledge
- Adhere to professional standards/conducts
- Gain an edge on your competitors
- Potential to increase your income

BENEFITS of the CCM PROGRAM

Capture Manager Salaries in Washington, DC Area

36 Salaries Updated Aug 1, 2018

Industries ▼

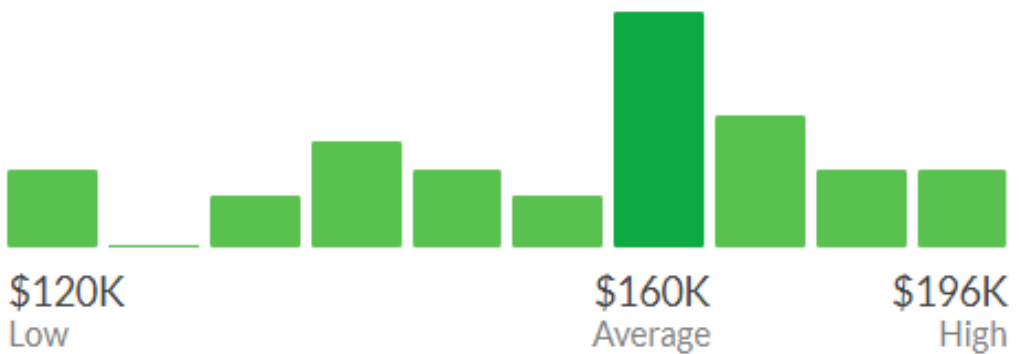
Company Sizes ▼

Years of Experience ▼

Average Base Pay

\$159,842 /yr

4% above national average



Additional Cash Compensation (?)

Average No Reports

Range No Reports

How much does a Capture Manager make in Washington, DC?

The average salary for a Capture Manager is \$159,842 in Washington, DC . Salaries estimates are based on 36... [More](#)

WHAT WILL YOU RECEIVE?

- 12 weeks of instructor led training
- GovFastTrack software
- GovLMS - Learning Management System
(self-study course with exam questions)
- Video Course (online course)
- Practice Test Portal
- GovBootcamp
- CMBOK Exam
- Network of other professionals

SUPPORT WITH 900+ STEPS

- www.GovFastTrack.com Software
- (Step-by-Step Software)
- (Live Demo)



HOW MUCH IS THE PROGRAM?

- **\$5,000 Investment for the CCM Program**
- Payment plans are available (based on need)

ENROLL

www.CaptureManagement.org

IF YOU NEED HELP

- **Myra Cisse Scholarship Program**
- \$5000 scholarship
- Qualifications:
 - Biz Revenue <\$100,000
 - Active member of GCA
 - Complete the application

<https://forms.gle/f2N8oNN3Zm5Y1auRA>

