

How to Grow Your Business

12 STEPS TO WINNING GOVERNMENT CONTRACTS



I WANT
YOU
TO TAKE
MY
MONEY



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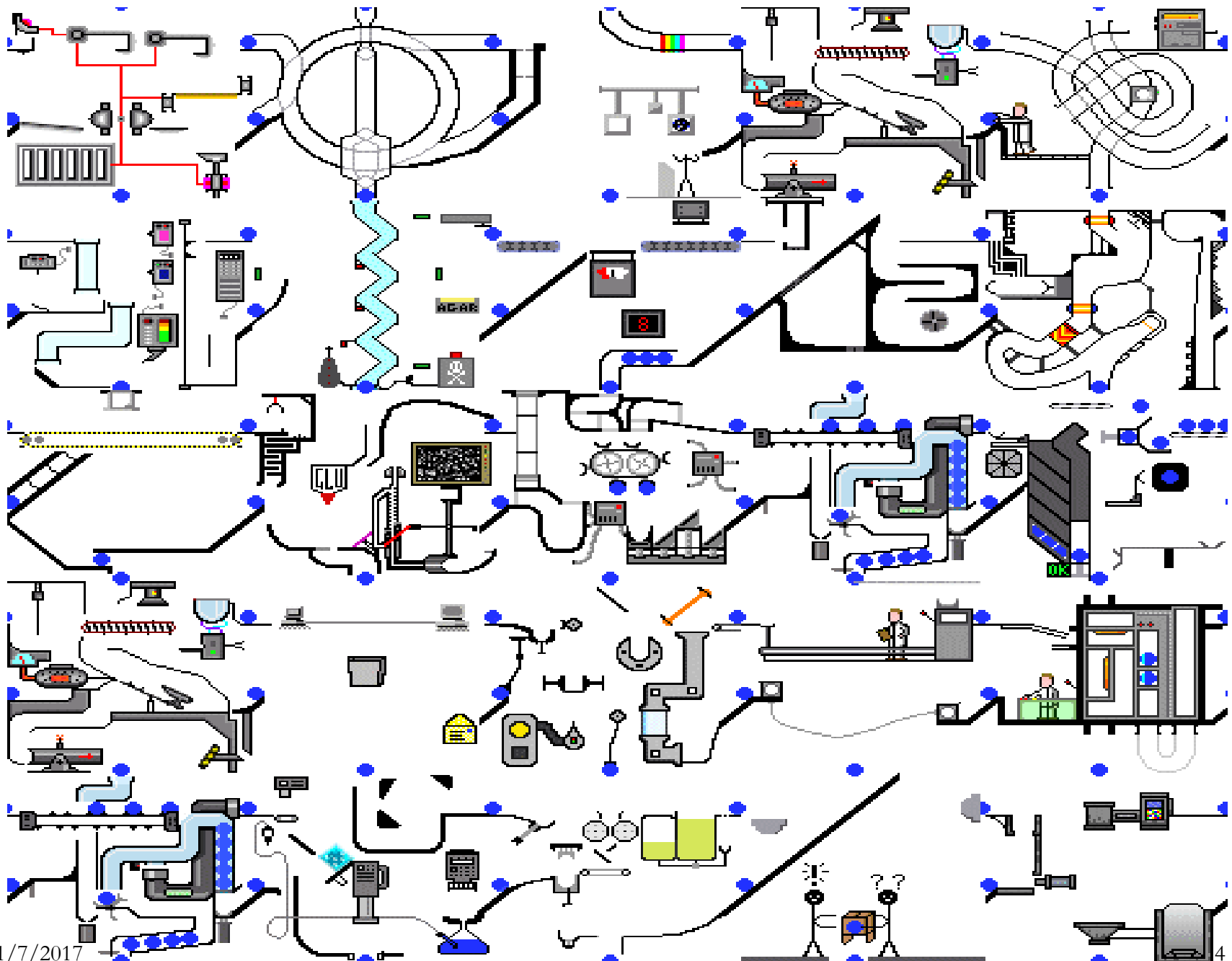
About Me



Myra Cisse

GCA VP of Service Delivery

- **Banker for 20+ yrs, business banker for the last 6 years of my career**
- **Closed millions' of dollars worth of SBA loans**
- **MBA from GSU in 2010**
- **Started my company, Certification Consultants LLC, in 2011 and went full time in 2012**
- **Helped hundreds of clients gain certifications that yielded multi-yr., multi-million dollar contracts**
- **Partnered with GCA in 2015**



Success Formula for GROWTH

P+P+P+P=P

+ P = Preparation

+ P = Promotion

+ P = Proposal

+ P = Performance



P = Profit

12 STEPS OF GOV'T 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



12 STEPS OF GOV'T CONTRACTING

ASERIM ROPP-CC = Goddess of Gov't Contracting

- 7) **R:** Relationship
- 8) **O:** Opportunities
- 9) **P:** Proposal
- 10) **P:** Performance
- 11) **C:** Compliance
- 12) **C:** Closure

The **PREPARATION** Phase

Step One (A): ASSESSMENT

Assess where you are.

Is Gov't Contracting right for your business?

The government wants a company that is:

- Not Risky – Gov't is risk averse...
- Registered – In SAM and other applicable systems
- Capable – Have resources, skills, and financial resources
- Responsible – Professional, knowledgeable, done right
- Responsive – Timely and quick to respond

Step Two (S): STRATEGY

Create a Winning Strategy

- Short Term Plan
 - Quickest path to money

- Long Term Plan
 - Best approach for sustainable growth

- Don't recreate the wheel
 - Find a company in your line of business and model after them

Step Three (E): EDUCATION

- Educate yourself
- Start learning Governese
- Resources:
 - GovAssociation.org
 - SBA.gov
 - PTAC (gtpac.org)
 - SBDC's
 - SCORE
 - And others



Step Four (R): REGISTRATION

■ Registration Systems

- ❑ D&B – [Dun & Bradstreet](#)
- ❑ SAM – [System for Award Management](#)
- ❑ GLS – [General Login System](#)
- ❑ DSBS – [Dynamic Small Business Search](#)
- ❑ SBA – www.Certify.SBA.gov
- ❑ GSA Schedules

■ Other Systems

- ❑ State & Local agencies as a vendor
- ❑ Commercial (large primes)

Step Four (R): CERTIFICATIONS

■ Federal:

- ❑ 8a (5%)
- ❑ SDVOSB (3%)
- ❑ HUBZone (3%)
- ❑ ED/WOSB (5%)
- ❑ VOSB



■ State/Local:

- ❑ M/WBE
- ❑ SWaM/SWUC/HUB
- ❑ Other certifications used in your area

■ Commercial:

- ❑ MBE
- ❑ WBE
- ❑ LGBTBE

The **PROMOTION** Phase

Step Five (I): IMAGE

Your Image is how others see you

Just because you ARE small doesn't mean you have to appear that way.

Create a Brand that's LARGER than life. It will help you win more contracts.



BRAND TOOLS

- Capability Statement
- 1p (for emailing)
- 2p (for handing out)
- 4-8p (when they ask for more info)



CAPABILITY STATEMENT

SOURCING – SOLUTIONS – SERVICES

EXECUTIVE SUMMARY

Sample Co is a woman-owned, minority-owned small business providing services in Logistics, Supply Chain, and Technology Consulting. We serve the commercial and government markets providing products and services to lead these organizations from legacy systems to next generation technologies. Our focus is to identify your greatest challenges and formulate a sustainable solution that will give you the best ROI. We're a small company making a BIG difference!

CORE COMPETENCIES

Services	Solutions
<ul style="list-style-type: none"> Logistics & Supply Chain Consulting Project Management Communications Consulting Construction Management Technology Consulting 	<ul style="list-style-type: none"> Infrastructure Planning Staff Augmentation Management Consulting Software Development Managed Services

DIFFERENTIATORS

- Seasoned management team
- Strong past performance
- Quality Assurance management processes
- Profitable and strong financial background
- Veteran focused recruiting/staff augmentation
- Focused on maximizing client's ROI

PAST PERFORMANCE

- Logistics Consulting Services – Mini Computers Implementation
- Supply Chain Management Services – Tracking Devices
- Technology Consulting – Wireless / Telecommunications
- Project Management – Trucking & Logistics Management
- Project Management – Construction Management
- Supply Chain – Inventory Management of Non-Merchandise
- Procurement Services – Purchaser of Merchandise
- Vendor Management – Sourcing, Negotiation & Contract Management

DUNS #:123456789
CAGE #: 55J55

CERTIFICATIONS:

EDWOSB – SBA
8(a) – SBA (pending)
DBE – ILDOT
MBE/WBE – Cook County
MBE/WBE – City of Chicago
MBE – CMSDC
WBE – WBENC (pending)

KEY PERSONNEL:

Bonnie Smith – CEO
Casey Johnson – CFO
Jonathan Clarke – VP
Sue Archer – Contract Manager
Steve Makovich – Advisor

NAICS CODES:

541614 Logistics & Supply Chain
517110 Wire Telecom
517210 Wireless Telecom
517911 Telecom Resellers
517919 All Other Telecom
518210 Data Processing & Hosting
541511 Computer Programming
541512 Computer System Design
541513 Computer Facilities Mgmt
541519 Computer Related Svc
541611 Mgmt. Consulting Svc
541618 Other Management Svc
561110 Office Administrative Svc
561210 Facilities Support Svc
561320 Temporary Staffing Svc
484110 General Freight Trucking
484220 Specialized Freight Trucking
236220 Construction Management

CONTACT INFO:

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320 DeMarco Lane
Bloomington, IL 60108
847-555-5555 office
877-555-5557 fax
bonnie@SampleCo.com
www.sampleco.com



BRAND TOOLS

- Business card
 - Includes DUNS #, NAICS code, Certifications, etc.
- Professional email address (you@yourcompany.com)
- Capability Brief (Power Point)
- Capability Video
 - Video of your capability statement
- Capability Page
 - Government tab on your website
 - www.capabilitywebsites.com

Step Six (M): MARKETING

Marketing your Business

- Email marketing
- Phone calls
- FBO add as “interested vendor”
- Appointments (face-to-face)
- Events:
 - Pre-bid conference, match making sessions, capability briefings, industry days, conferences, Alliance South, training classes, debriefs, etc.



Step Seven (R): RELATIONSHIP

Establishing KLT (know, like, trust)

- This is the most IMPORTANT Step
- Relationship is the key to winning sole source contracts

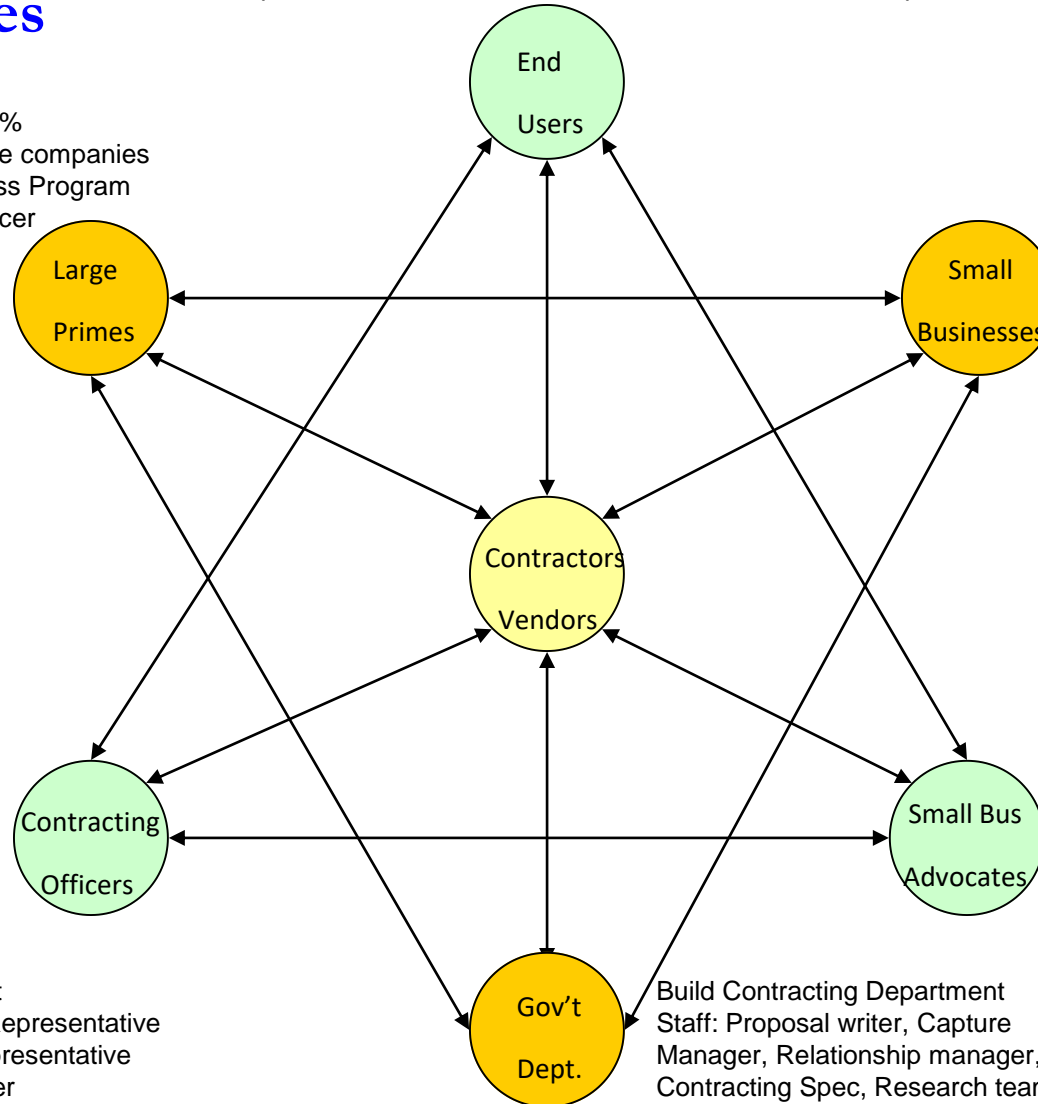


Relationship Philosophy...

- ❑ It's not WHAT you know
 - There are plenty of companies with excellent products or services...."dime a dozen"
- ❑ It's not WHO you know
 - You have to know which agencies and the POC
 - How do you get their attention to notice you?
- ❑ But WHO knows you
 - Not a robot awarding the contracts but a person
 - Friends do business with friends
 - Agencies, POC & KO will have to know you by your first name

Relationship Triangles

Government Agencies
 Agency is the Customer with a need
 Program managers, buyers, procurement departments, etc
 Limited contracting authority-typical <\$25K
 Example: CDC, HHS, DOD, GSA, State, Cities, Local Municipalities, etc



Teaming Alliances with certified companies: WOSB, SDVOSB, 8a, HUBZone, Section 3, VOSB, WBE, DBE, MBE, etc.

Similar industries, goals, ethics, vision, mission, etc.

About 70% of all contracts require collaboration/teaming, subs, etc
 It's about Co-opetition
 Cooperating with your competitors

SBS = Small Bus. Specialist

SADBUS = Small and Disadvantaged Bus. Utilization Specialist

OSDBU = Office of Small Disadvantaged Bus. Utilization

SBA B.O.S. = Bus Opportunity Specialist (8a Program)

Build Contracting Department Staff: Proposal writer, Capture Manager, Relationship manager, Contracting Spec, Research team, Cost estimator/CPA, Admin.
 Hire former KO
 Invest in Consulting firm
 Utilize GCA Coaching Program

CO = Contracting Officer
 KO = Contracting Officer
 PCO = Procurement C.O.
 TCO = Termination C.O.
 ACO = Administrative C.O.
 C.S. = Contracting Specialist
 COR = Contracting Officer Representative
 COTR = C.O. Technical Representative
 FPO = Federal Project Officer

The **PROPOSAL** Phase

Step Eight (O): OPPORTUNITIES

Sourcing out Opportunities

Learn how to find the right projects



HOW GOVERNMENT BUYS?

- Contracting Departments (internal)
 - DLA & other internal sub-agencies
- Contracting Agencies (external)
 - GSA (buying arm of agencies)
 - GSA Schedules
- Contracting vehicles
- Contracting officers within agencies
 - CO/KO/PCO/TCO
 - COTR/COR

HOW GOVERNMENT BUYS?

- Credit Cards
 - Purchase Card / Smart Card

- Micro Purchases
 - <\$3500

- Simplified Acquisition Procedures (SAP)
 - <\$150,000 must go to small business
 - Sole Source is a form of SAP

FIND PAST AWARDS

Past Opportunities: (Researching historical data)

- Find the incumbent
- See awarded amount (price)
- Learn from winning proposal (FOIA request)

FINDING PAST OPPORTUNITIES	LINK
Use FPDS to do research (Federal Procurement Data System)	https://www.fpds.gov
Use USASpending to do research	www.usaspending.gov
Use GSA elibrary to research GSA spendings	http://www.gsaelibrary.gsa.gov
Use DLA award database to research awards	https://www.dibbs.bsm.dla.mil/Awards/

PRESENT OPPORTUNITIES

FINDING CURRENT OPPORTUNITIES	LINK
Research government spending trends for your NAICS, PSC codes	https://fpds.gov
Register for Federal gov't opportunities	www.FBO.gov
Register for bid opportunities (typical projects \$150,000 or less)	www.FedBid.com
Use Fedconnect to find current opportunities	www.fedconnect.net
Use Challenge to find opportunities	www.Challenge.gov
Use RFPEZ to find opportunities	https://rfpez.sba.gov/
Use iSearch to find current opportunities (Federal, state & local opportunities)	www.outreachsystems.com/isearch/
Search of DLA solicitations	https://www.dibbs.bsm.dla.mil/Solicitations/
Use GSA eBuy as a resource	www.ebuy.gsa.gov
Use GSA Reverse Auction as a resource	www.reverseauctions.gsa.gov
DoD eMall (off the shelf products & services from the commercial sector)	https://dod.emall.dla.mil/acct/
DLA DIBBS (DLA's Internet Bid Board System) (see DLA section below)	https://www.dibbs.bsm.dla.mil/
Search of DLA solicitations	https://www.dibbs.bsm.dla.mil/Solicitations/
GSA Advantage (more details in GSA section below)	www.gsaadvantage.gov
Register for commercialization research grants (SBIR/STTR)	www.SBIR.gov
Register for state & local gov't opportunities (option 1)	http://www.govcontractors.org/statelocalprocurement.htm
Register for state & local gov't opportunities (option 2)	http://www.outreachsystems.com/usabid/
VendorRegistry.com - Registration service provider	www.vendorregistry.com
Identify top five federal agencies who are interested in buying your service	www.USAspending.gov
Register with the federal agencies you wish to do business with	https://www.acquisition.gov/
Identify top ten primes who are winning contracts in your industry	www.USAspending.gov
Register with prime contractors you wish to sub-contract with	http://web.sba.gov/subnet/search/index.cfm
Register with iSqFt: Commercial Construction Opportunities	www.isqft.com
Register for sub-contracting work in construction (EliteProNet)	www.elitepronet.com

FUTURE OPPORTUNITIES

How to find forecast opportunities:

Google - (agency name) + forecast + (year)

Example: “GSA forecast 2018”

Forecast Regulation: Agencies must furnish an opportunity forecast for small business participation:

<http://uscode.house.gov/statutes/pl/100/656.pdf>

FINDING FUTURE OPPORTUNITIES	LINK
Use Acquisition Central to help find forecast opportunities	https://www.acquisition.gov/procurement-forecasts
Use FIDO to help find forecast opportunities	www.fido.gov
Search VA forecast opportunities	https://www.vendorportal.ecms.va.gov/eVP/FCO/fco.aspx
Search US DOT forecast opportunities	https://cms.dot.gov/osdbu/procurement-forecast/summary/2016
Search GSA forecast opportunities	www.gsa.gov/smallbizforecast
Search HHS/CDC forecast opportunities	https://procurementforecast.hhs.gov/
Search Dept Treasury forecast opportunities	http://www.treasury.gov/resource-center/sb-programs/Pages/dcfo-osdbu-mp-forecast.aspx

PAID SERVICES

- As a member of GCA you get...
- Bid matching platform (www.GovDirections.com)

OTHER PAID BID MATCHING SERVICES	LINK
State & Federal Bids is affordable	www.StateandFederalBids.com
Government Bids	http://www.governmentbids.com/
Govwin by Deltek is expensive but worth it if you can invest in it	www.Govwin.com
GovPurchase	www.GovPurchase.com
Onvia is a good resource	www.Onvia.com
ePipeline is a great resource	www.ePipeline.com
EzGovOpps is a newer platform (affordable)	www.EZGovOpps.com
FedBizAccess is affordable	www.FedBizAccess.com

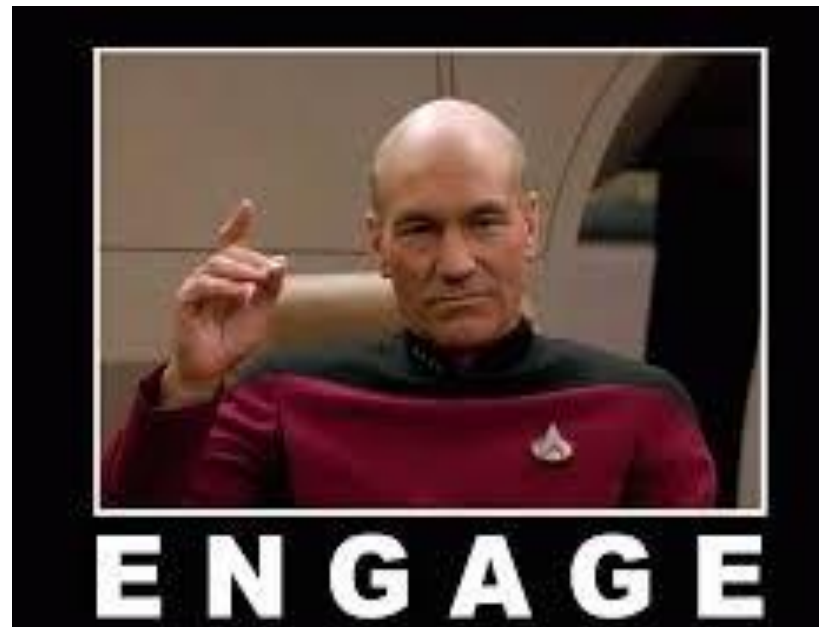
Step Nine (P): PROPOSAL...

- Check the due date, ensure you have enough time
- Quick review to see if you can do the work
- Review bid package for missing pages or sections
- Understand all the requirements
- Set-up a kickoff meeting with your team
- Prepare your staffing strategies
- Gather information on corporate past performance
- Team/Sub/JV as needed
- Write your proposal outline
- Write the full proposal (technical/QASP/pricing)
- Review/review/review
- Submit proposal/bid on time

The **PERFORMANCE** Phase

Step Ten (P): PERFORMANCE...

- You've won a contract, it's time for you to shine
- Deliver your product
- Perform your service



Step Eleven (C): COMPLIANCE

- Read FAR regulations related to your project
- Report to and communicate with your CO and/or Program Manager on a consistent basis
- Engage a qualified CPA firm (DCAA Compliance)
- Seek Legal Counsel as needed

- Create These Programs:
 - Ethics Program, Quality Assurance, OSHA, Cyber Plan, Affirmative Action, Handbook, etc.

Step Twelve (C): Close-Out

- Work with CO/KO to close out the project
- Get documents signed off
- Register in WAWF or other payments systems
- Ensure that all final billing is processed
- Get paid for your work

***You do not want to get blacklisted and placed on the
Excluded Party Listing System (EPLS).***

PERSPECTIVES...

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

Someone like you...

Gloria came to a training just like...



Gloria Meyer

- ▶ **BOSCO Contracting**

- Flooring company
- Never won a contract
- Been trying for 3 years

- ▶ **Became a member**

- ▶ **Got into Incubator Coaching Program**

- ▶ **\$260K: 1st Contract – Camp Lejeune**

- ▶ **\$350K: 2nd Contract – Coweta School**



Someone like you...

Carlos came to a training just like..

- ▶ **New Dimension Pharmacy**
 - Pharmaceuticals
 - Medical supplies
- ▶ **Became a member of GCA**
- ▶ **Got into Coaching Program**
- ▶ **\$900K: Contract wins in 6 months**

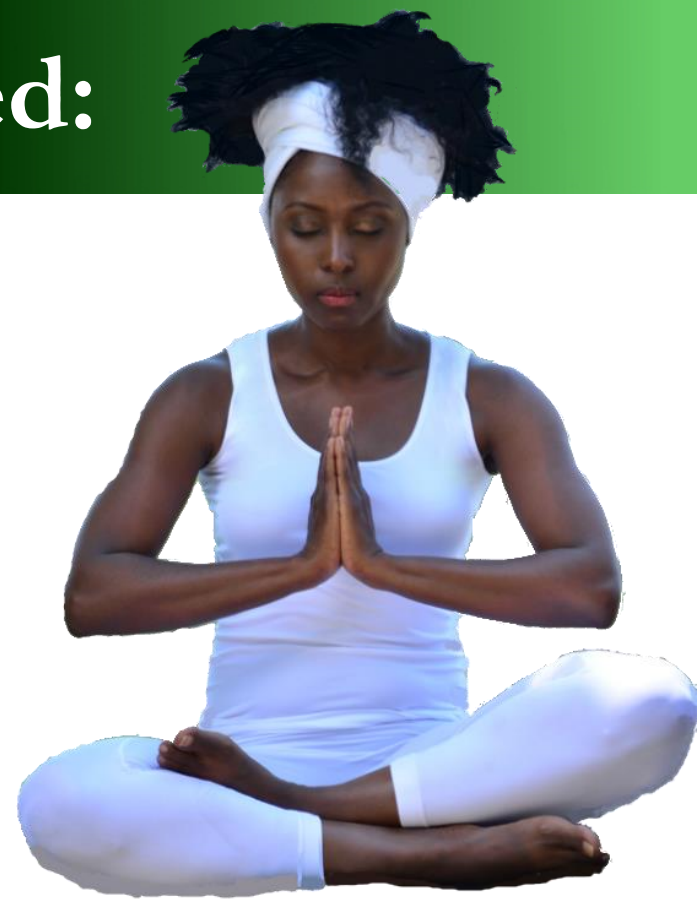


Dr. Carlos Heath



Real People We've Helped:

■ Bonita Global, Inc.



“Since I live in South Carolina, I started the GCA coaching program virtually through web meetings. In less than 4 months I was able to win a contract for \$24,500. I won a second project for \$229,000.”

- Bonita

Real People We've Helped:

- Modavate, Inc.



“I was able to get my 8(a) Certification approved in less than 3 months from the date of submission. This allowed me to find a prime partner who subcontracted over 27 projects to my company. I also just won a sole source contract for \$300,000.”

- Bukie

MANY WAYS TO GET STARTED

- 1) Go at it yourself... it takes 36 months
- 2) Hire capture manager... expensive (\$150K avg)
- 3) Hire consultant... expensive & risky
- 4) SBA/PTAC... great, but...

4 Ways to Get Started with GCA...

1) 1-on-1 Coaching

Fastest path to contracts
Personalized approach

2) GovIncubator Program

Fast path to contracts
Group approach

3) GovFastTrack Software

Online path to contracts
Self-paced DIY approach

4) Become a Member

Guided path to contracts
Classroom approach

1st Option: One-on-One Coaching

- 12 Month Program
- Customized
- Business Coach
- Coaching Sessions
- Accelerated
- Proven Results

COACHING PROGRAM

(One-on-One Coaching)

What is the Coaching Program?

The coaching program is an intense training program that will expedite your progress through the government contracting maze.

- ◆ Training on concepts, techniques, strategies and learning the language
- ◆ Comprehensive approach, not just about chasing after contracts
- ◆ Building your contracting department (team)
- ◆ Assessment of your government contract readiness
- ◆ Strategy development
- ◆ Opportunity sourcing: finding forecasts, historical data, current opportunities
- ◆ Relationship and marketing guidance
- ◆ Proposal writing techniques and proposal guidance
- ◆ Contract management

What will I receive when I enroll into the Coaching Program?

- ◆ Step-by-step training
- ◆ 12 months of one-on-one coaching
- ◆ Weekly or bi-weekly training sessions (web or in class sessions)
- ◆ Accountability for completion of tasks as assigned by the coach
- ◆ Earn CFCP Certification (Certified Federal Contracting Professional)

* GovFastTrack Software is included (\$1999 value)

www.GovCoach.com

Coaching Program (small biz: bi-weekly).....\$1999/m

Coaching Program (small biz: weekly).....\$3999/m

2nd Option: GovIncubator Program

- 6 Month Program
- Business Coach
- Group Coaching
- Mastermind sessions
- Proven Results

GOV INCUBATOR PROGRAM

(Group Coaching)

What is the GOVINCUBATOR Program?

The goal of this program is to equip you and help your company grow in the government market.

- ◆ Guidance and support to pursue contracts
- ◆ Guidance to obtain small business certifications (8a, MBE, WBE, etc.)
- ◆ Get registered as a government contractor (federal, state, local)
- ◆ Build out government business infrastructure
- ◆ Develop a government contracting department
- ◆ Build financial resource capacity
- ◆ Obtain a course completion certificate
- ◆ Take test and obtain CFCP Certification

Program Details:

- ◆ 6 months of intensive training + 6 months of pursuing contracts
- ◆ Business coach for support and accountability
- ◆ Step-by-step training, homework, guidance, implementation, and review
- ◆ Weekly training sessions

* GovFastTrack Software is included (\$1999 value)

www.GovIncubator.com

One Payment.....\$12,000

Payment options are available

3rd Option: Get GovFastTrack Software

Your **Blueprint** to winning contracts

\$1,999 Non-member price

\$999 GCA member price

[Click to watch demo](#)

www.GovFastTrack.com



- P+P+P+P=P SUCCESS FORMULA

- PREPARATION PHASE

- + Assessment**
- + Strategy**
- + Education**
- + Registration**

- PROMOTION PHASE

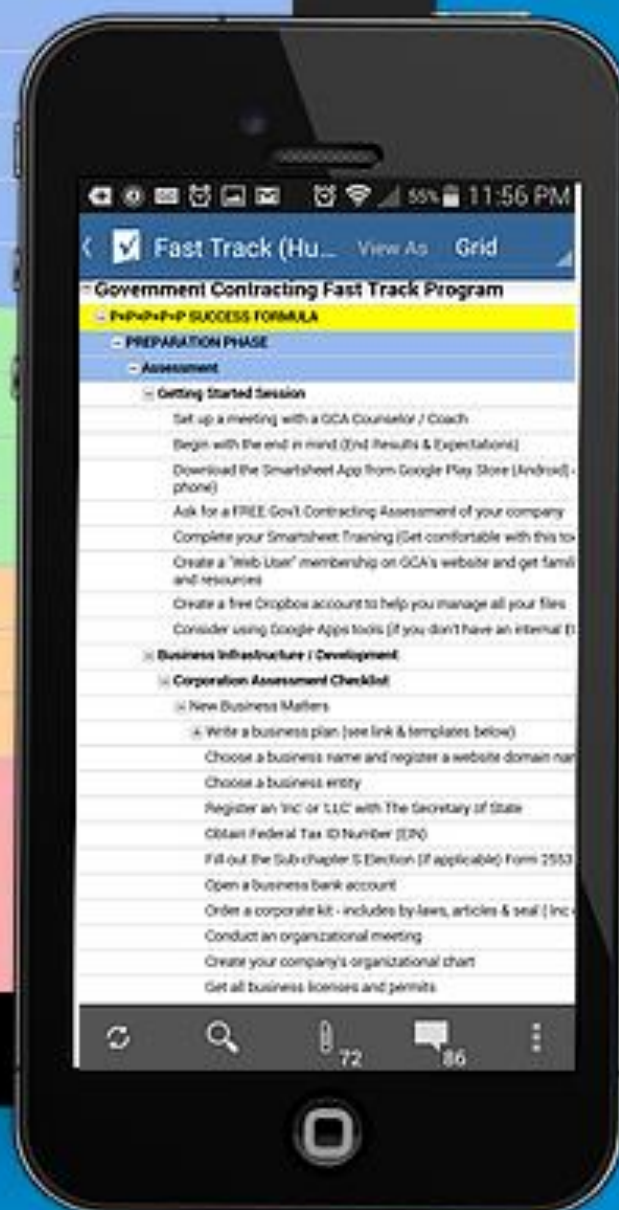
- + Image (Branding/Marketing Collateral)**
- + Marketing Your Business**
- + Relationship Building (Establishing KLT)**

- PROPOSAL PHASE

- + Opportunities**
- + Proposal**

- PERFORMANCE PHASE

- + Performance**
- + Compliance**
- + Closure**



4th Option: Join GCA

**Get Started NOW For Just
\$499 Today**

Join GCA:

www.govassociation.org/join

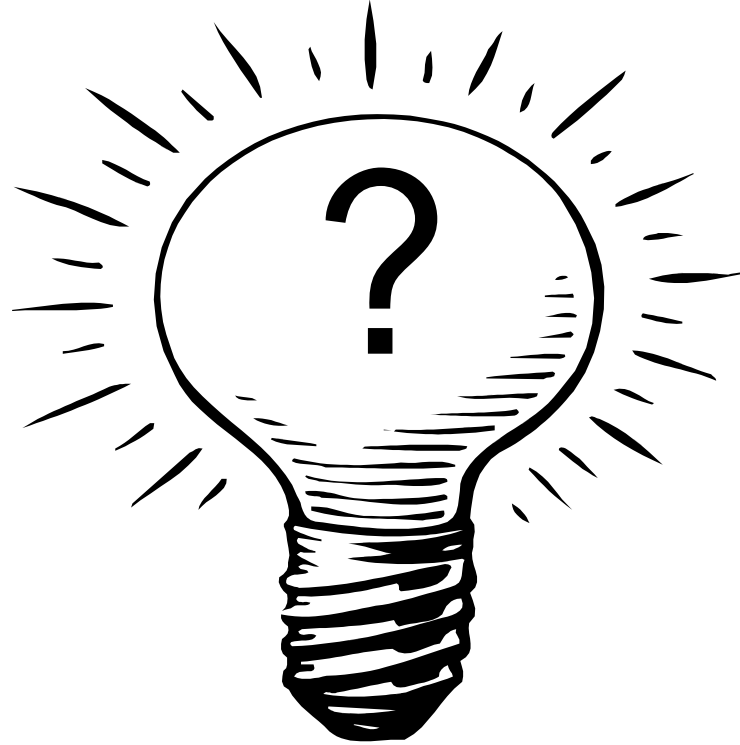


Membership Benefits:

- Monthly Association Meetings
- Quick Start Bootcamp
- Deep Dive Training Sessions
- GovDirections - Bid Matching
- Gov't Friendly Website* (*pay only hosting)
- Access to Co-Working Space
- Office Hours
- Plus much more...

ANNUAL DUES: \$499

QUESTIONS?



TO DOWNLOAD PRESENTATION

www.govassociation.org/download