

# How to Get a Guaranteed Appointment With a Contracting Officer



# GOVERNMENT CONTRACTING

**To Download this Presentation:**

**[www.govassociation.org/download](http://www.govassociation.org/download)**

# WHAT WE'LL COVER

- 1. How is the government market different**
- 2. How to get a guaranteed appointment with a KO**
- 3. Discover a little-known relationship technique**
- 4. What are debriefs and how to use it**
- 5. What is a capability brief**
- 6. How do you prepare for a capability briefing**
- 7. Learn about the 5 key types of marketing tools**
- 8. Why you need a capability video**
- 9. How to find contracting and networking events**
- 10. Maximizing networking & match making events**
- 11. Plus, much more...**

# About Me....



Abraham Xiong

- ▶ **Small Business Advocate**
- ▶ **Life long 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**

# Focus time...



# Someone Like You...

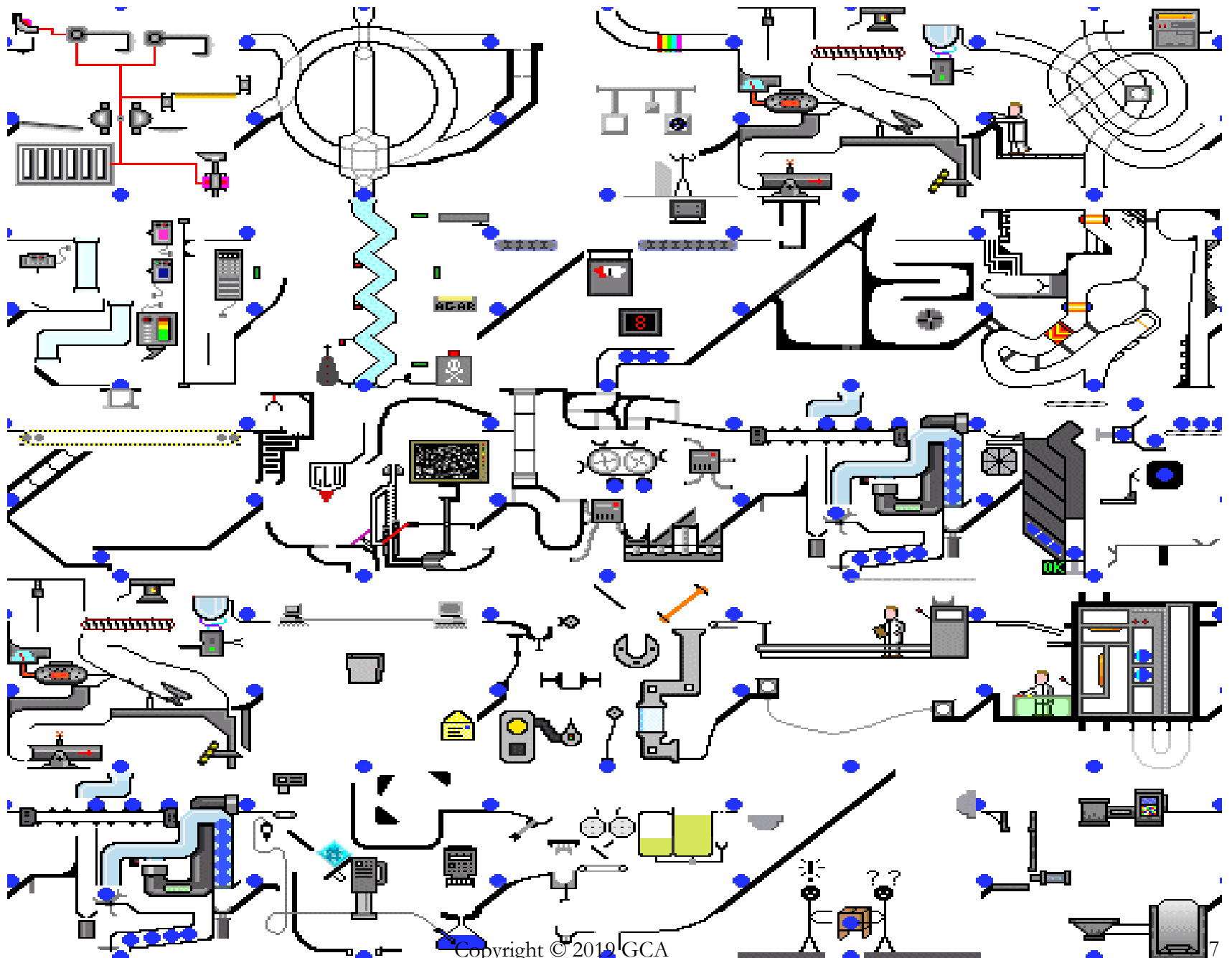
**Tasha came to a training just like this...**



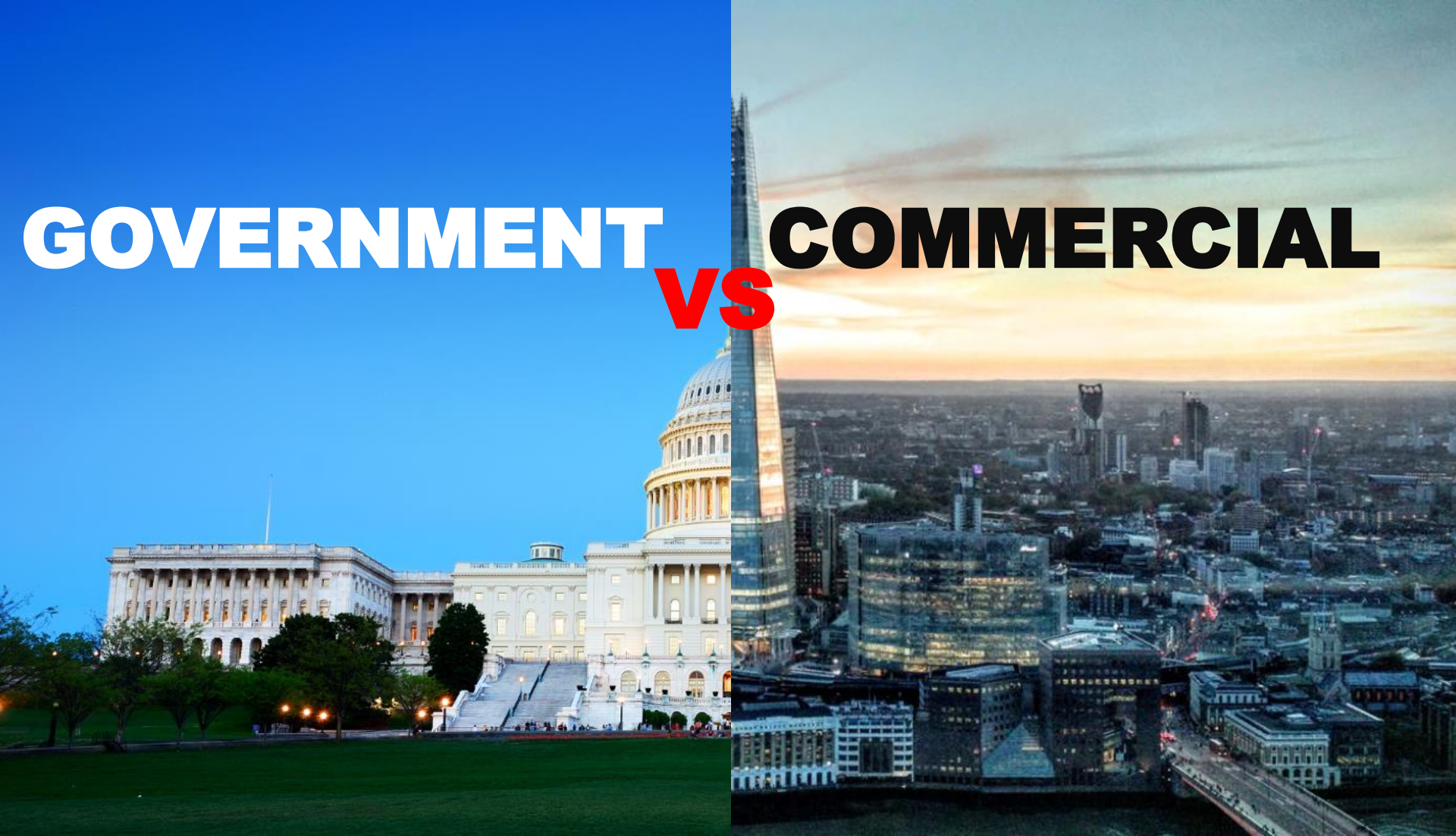
**Tasha Reid**



- ▶ **Lost everything in real estate**
- ▶ **Started a new business**
  
- ▶ **Got into Coaching Program**
- ▶ **\$20K: 1<sup>st</sup> Contract – Ft Mac**
- ▶ **\$3.1M: Largest Contract**







# GOVERNMENT vs COMMERCIAL





# HOW IS GOV'T DIFFERENT?

## DIFFERENT LANGUAGE:

- ☐ Do you speak governese?
- ☐ Game of Thrones fans?
  - ☐ Valyrian (667 words + English to Valyrian dictionary)
  - ☐ “show issa se gelebo” = “show me the money”
  - ☐ Dothraki (3163 words created)
- ☐ Governese comprises:
  - ☐ Acronyms & Jargons



# HOW IS GOV'T DIFFERENT?

## DIFFERENT LANGUAGE:

- Kuv yog Hmong...



# HOW IS GOV'T DIFFERENT?

## DIFFERENT WRITING:

- Bidding & Proposal Submission is different





# HOW IS GOV'T DIFFERENT?

## DIFFERENT CULTURE:

- Southern Hospitality vs. Most Asian Hospitality
- Unwritten rules



EVERYTHING  
COVERED  
BUT HER EYES,  
WHAT A CRUEL  
MALE-  
DOMINATED  
CULTURE!



NOTHING  
COVERED  
BUT HER EYES,  
WHAT A CRUEL  
MALE-  
DOMINATED  
CULTURE!



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# HOW IS GOV'T DIFFERENT?

## DIFFERENT PHILOSOPHY:

- **GENERALIST** VS. **SPECIALIST**
- **General Contractor** VS. **PLUMBER**
- Government Contracting is about being a **Contractor**
- Not being a plumber, cleaning company, IT company, etc...
- **It's about WINNING CONTRACTS**
- Lots of service providers to subcontract

# HOW IS GOV'T DIFFERENT?

**ONE WORD:**

**CONTROL**

**CONTROL CONTRACTS**

**CONTROL CONTRACTS = CONTROL the MONEY**

**If you control the money, you can hire anyone**

# HOW IS GOV'T DIFFERENT?

## RELATIONSHIP BUILDING IS DIFFERENT:

- Golfing & Gifts
- <\$20 gifts



# HOW IS GOV'T DIFFERENT?

## RELATIONSHIP BUILDING IS DIFFERENT:

- Lunch & Coffee Appointments
- How do you get in front of the right buyer?



# HOW IS GOV'T DIFFERENT?

## MARKETING IS DIFFERENT:

- 1) Capability Statement
- 2) Capability Brief
- 3) Capability Video
- 4) Government Friendly Website
- 5) Business Card



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517210	Wireless Telecommunications Carriers
517911	Telecommunications Resellers
517919	All Other Telecommunications
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541513	Computer Facilities Management Services
541519	Other Computer Related Services
541611	Management Consulting Services



# IMAGE PLAN

## 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 helps you win more contracts



# BRAND TOOLS

- Capability Statement (1p, 2p, long version)
- 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

# MARKETING STRATEGY

## Marketing your Business

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



# RELATIONSHIP STRATEGY

Establishing KLT (know, like, trust)

- This is the most IMPORTANT Step
- Relationship is the key to winning sole source contracts
- Use “Debrief” = Guaranteed Appointment



# WHAT IS A DEBRIEF

- ❑ After a proposal submission...
- ❑ Win or lose, you are entitled to a DEBRIEF
- ❑ What is a debrief?
- ❑ An opportunity for a bidder to better understand the basis for an agency's selection decision.
- ❑ FAR Part 15.505 Pre-award debriefing of offerors
- ❑ FAR Part 15.506 Post-award debriefing of offerors
- ❑ NOTE: Pre-award debrief (not recommended)



# WHAT IS A DEBRIEF

A Debrief give you a chance to hear from the agency:

- ❑ The evaluation process;
- ❑ How your proposal was evaluated in relation to the evaluation criteria;
- ❑ Who was awarded the project;
- ❑ How you rank against the winner;
- ❑ What was successful in your proposal;
- ❑ What was lacking and in need of improvement;
- ❑ Reasonable responses to relevant questions about whether source selection procedures were followed

# How to Ask for a DEBRIEF

- ❑ 3 Days to ask for a debrief
- ❑ Ask by email (proof of request)
- ❑ Calling by phone as a second follow up
  
- ❑ Debrief can be executed by: phone, email, or in person
- ❑ A Post-Award Debriefing should be held within 5 days after the request “to the maximum extent practicable.”
- ❑ KO prefers not to do a debrief... WHY? (fear of protest)
- ❑ KO prefers which type of debrief?
  
- ❑ How to get an in person debrief?
- ❑ The Key is the tone & attitude of your request

# Sample DEBRIEF Request

[Date]

[Contracting Officer's Name] [Title]

[Agency Name] [Street Address] [City, State, ZIP Code]

**Re: Request for post-award debriefing under Solicitation No. [RFP no.]**

Dear [Contracting Officer's Name]:

[Your company name] respectfully requests a post-award debriefing pursuant to FAR 15.506. This request is timely submitted within three (3) days after the date on which we received notification of award results.

Unfortunately, we were not the awardee of this project, but our company have identified your agency as a key partner for us to support going into the future based upon the historical volume of **construction projects** which you request each year (**or list your specific niche market**).

A debrief will allow us to learn what we did well and what we can improve on so we can best support your agency on upcoming projects.

I humbly request a 15 minute in person debrief with you at your convenience. Looking forward to being a value-added vendor to help you move your missions forward.

Very truly yours,

[Your name] [Title]

[Street Address] [City, State ZIP Code]

[Telephone no.] [Email address]

[DUNS #]

# Post-Award Debriefing Disclosures:

What the KO will disclose:

- 1) The Government's evaluation of the significant weaknesses or deficiencies in the offeror's proposal, if applicable;
- 2) The overall evaluated cost or price (including unit prices) and technical rating, if applicable, of the successful offeror;
- 3) The overall evaluated cost or price (including unit prices and technical rating, if applicable, of the debriefed offeror;
- 4) Past Performance information regarding the debriefed offeror;
- 5) The overall ranking of all offerors, if a ranking was developed by the agency during the source selection;
- 6) A summary of the rationale for award;
- 7) For acquisitions of commercial items, the make and mode of the item to be delivered by the successful offeror; and
- 8) Reasonable responses to relevant questions about whether source selection procedures contained within the solicitation, applicable regulations, and other applicable authorities were followed.
- 9) **TIP: Do NOT argue with the Agency or try to persuade the Agency to change the Award.**

# How to Prepare for a Debriefing

- 1) Review the RFP—especially the evaluation criteria and all subfactors.
- 2) Review the notice of exclusion from the competition or the Notice of Award.
- 3) It's okay to prepare with your lawyers but not advisable for your lawyers to attend the Debriefing.
- 4) Prepare reasonable questions. (see question notes)
- 5) Always Ask How You Could Have Done Better!
- 6) Research forecast projects and if/when appropriate, ask about upcoming projects
- 7) Conduct a “Dress Rehearsal.”



# Things you can Learn From a Debrief

- 1) The weaknesses cited for a proposal actually belonged to another offeror, and the evaluation team mixed up the proposals during the evaluation.
- 2) The government ignored its own evaluation criteria and imposed an undisclosed evaluation scheme.
- 3) The evaluation criteria specified a relative order of importance for evaluation subfactors, but those were ignored when assessing the relative merits of the proposals.
- 4) That information could result in re-evaluation of proposals or filing of protests.
- 5) Example: SAP project was awarded to a large company

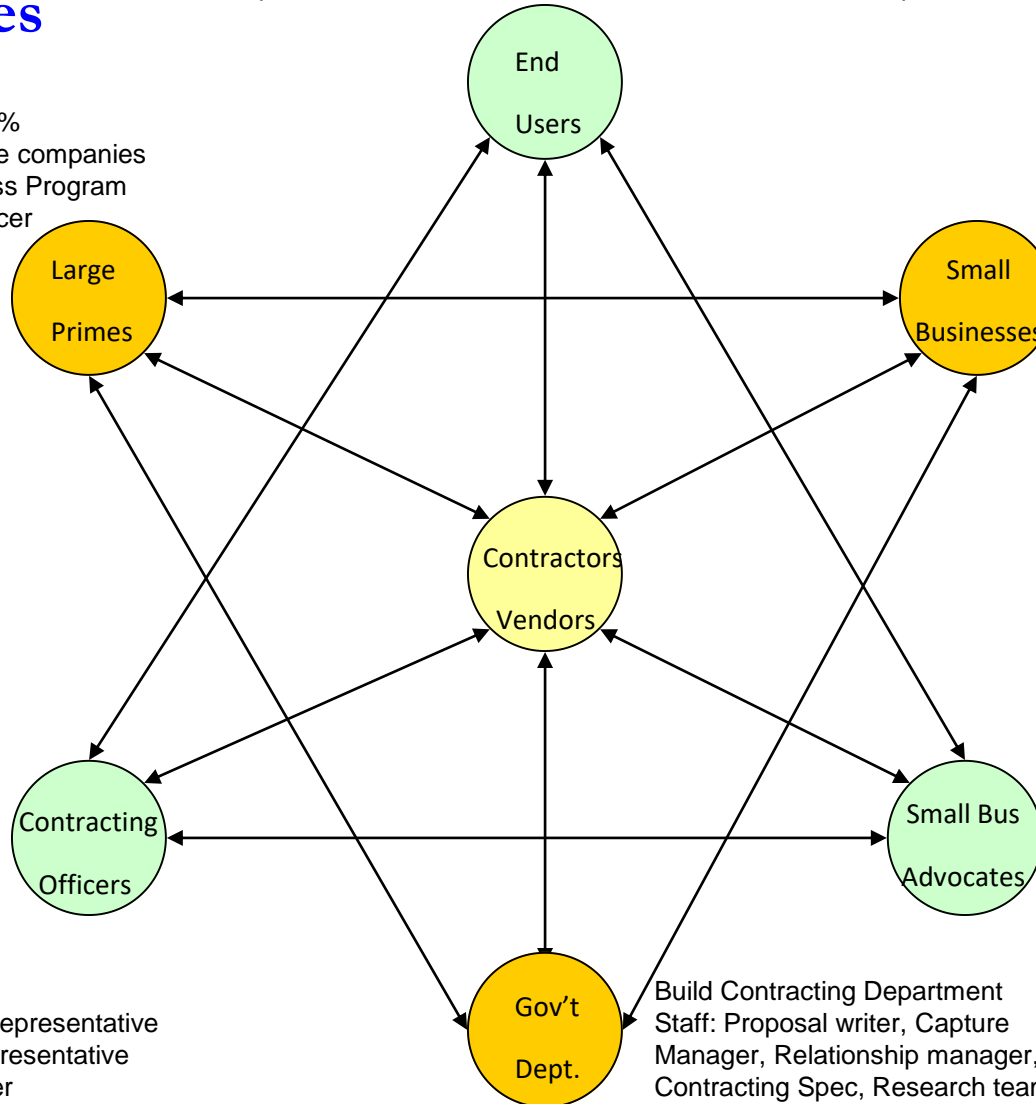
# Relationship Philosophy...

- ❑ 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

Large companies – sub goal 35%  
 Become a subcontractor to large companies  
 Required to have Small Business Program  
 SBLO = Small Bus. Liaison Officer  
 Diversity Manager  
 Subcontracting Manager  
 Mentor Protégé relationships  
 Teaming/JV



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)

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

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

# Finding Contracting Events

- ❑ [www.GovEvent.com](http://www.GovEvent.com)
- ❑ [www.GovEvents.com](http://www.GovEvents.com)
- ❑ (see [www.govfasttrack.com](http://www.govfasttrack.com) software)

# Maximizing Your Networking Events

## Networking or Match Making Events:

- ❑ Preparation is key
- ❑ Research the agencies/primes in attendance
- ❑ Know why you want to do business with them
- ❑ Know who you want to meet with
- ❑ Prepare key questions
- ❑ Work the room.... ID the 6 key relationships and add to those lists (everyone else is noise)



# CERTIFIED CAPTURE MANAGER PROGRAM



# Become a CCM Professional...

- CERTIFIED CAPTURE MANAGER (CCM™)
- GCA has developed a curriculum to help contracting professionals to become a Certified Capture Manager (CCM™)
- It is a 12-week immersive program that equips the participants with technical training and soft skills training.
- The goal of the program is to teach participants the technical knowledge of becoming a capture manager and the soft skills of engaging government buyers.

# Become a CCM Professional...

- The Certified Capture Manager (CCM™) Certification Program is a professional designation assigned for individuals who have successfully completed a rigorous contracting training curriculum, have certain years of experience and can proficiently pass the CMBOOK exam.



# Why Become a CCM Professional?



- 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

# CM Average Salaries:

## Capture Manager Salaries

61 Salaries Updated Jun 25, 2019

Industries



Company Sizes

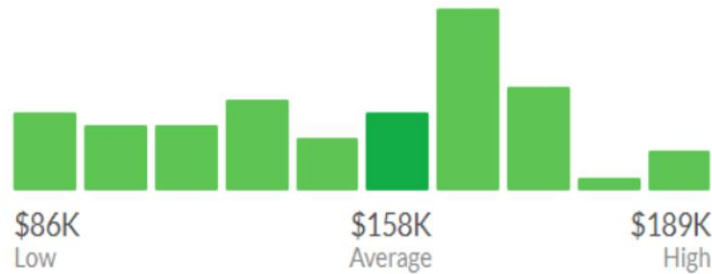


Years of Experience



Average Base Pay

**\$158,072** /yr



## Sales Person Salaries

120 Salaries Updated Jun 7, 2019

Industries



Company Sizes



Years of Experience



To filter salaries for Sales Person, [Sign In](#) or [Register](#).

Average Base Pay

**\$40,302** /yr





# What you will receive?



- 12 weeks of instructor led training (in classroom or virtual/online)
- 120 hours of curriculum, training, and support
- [www.GovFastTrack.com](http://www.GovFastTrack.com) software
- <https://govcontractors.talentlms.com> (GovLMS - Learning Management System (self-study online course with exam questions))
- [www.GovUniversity.org](http://www.GovUniversity.org) (online video course)
- [www.GovTrainingVault.com](http://www.GovTrainingVault.com) (video library of classes and lessons)



# What you will receive?



- Practice Test Portal (Classmarker.com practice tests portal)
- 1 Day Bootcamp (in class only-Atlanta)
- CMBOK = Capture Management Body of Knowledge training material
- CMBOK Exam (must score 70+ to obtain CCM™ Certificate)
- CCM™ Professional Certification upon passing exam
- Connections and Network with other professionals
- Business coach (to support, review assignments for accuracies, and accountability)

# See 12 Week Curriculum



## CERTIFIED CAPTURE MANAGER (CMM™) TRAINING 12-Week Curriculum Schedule

### WEEK – 1 INTRODUCTION

#### **CM00A Lesson 1: Overview of CCM Program**

CM00A.1	CCM Program Overview and Course Syllabus
CM00A.2	Getting to Know Each Other
CM00A.3	Intro to Government Contracting / Do You Speak Governese
CM00A.4	5 P's Success Formula: P+P+P+P = P
CM00A.5	What You Will Receive (CCM Certification)
CM00A.6	GovFastTrack Setup & Software Training
CM00A.7	<u>GovLMS</u> Setup & Software Training
CM00A.8	Choose Study Partner(s) & Set up Study Time

### WEEK – 2: PREPARATION PHASE

#### **CM00B Lesson 2: Assessment – Assessing Your Current Situation**

CM00B.1	Getting Started in the Government Market
CM00B.2	Business Infrastructure
CM00B.3	Business Development
CM00B.4	Other Business Considerations
CM00B.5	Personal Development

#### **CM00C Lesson 3: Strategy – Creating a Strategic Plan**

CM00C.1	Establishing a Short-term Government Contracting Plan
CM00C.2	Establishing a Long-term Government Contracting Plan
CM00C.3	Getting Your Finances in Order/Raising Capital
CM00C.4	Other Strategy Considerations (Exit Plan: Legacy & M&A)

# CM Success Indicators:

- Desire to understand the government market
- Willing to learn governese, the government contracting procurement language
- Has sales and business development experience
- Ability to engage C-level executives
- Appreciates occasional travel to events
- Enjoys learning new markets, new things
- Ability to communicate and collaborate to multiple stakeholders
- Self-starter and requires minimal guidance
- Excellent writing skills

# Become a CCM Professional...

## GOVERNMENT CONTRACTORS ASSOCIATION

This certifies that

***YOUR NAME, CCM™***

has successfully completed and met all the requirements of the CCM Professional Certification Program and is hereby bestowed the credential,

**CERTIFIED CAPTURE MANAGER**

In testimony whereof, I have ascribed my signature.

Member since July 6, 2019



  
Abraham Xiong – National President





# CCM Requirements...

- Commit to attend the program for 12 weeks
- Set aside 10 hours each week
  - 2 hrs Weekly Class Time
  - 2 hrs Study Group: Participate in a study group to review, discuss, or/and do class assignments
  - 6 hrs of Individual Homework Assignments

# How to Enroll?

- **\$5,000 Investment for the CCM Program**
- Payment plans are available (based on need)
- **ENROLL:**
- **Call 404-955-8080**
- **Do it online:**  
[www.CaptureManagementInstitute.com](http://www.CaptureManagementInstitute.com)

# Someone like you...

**Gloria came to a training just like this...**



Gloria Meyer

- ▶ **BOSCO Contracting**

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



- ▶ Became a member
- ▶ Got into Coaching Program
- ▶ **\$260K**: 1<sup>st</sup> Contract – Camp Lejeune
- ▶ **\$350K**: 2<sup>nd</sup> Contract – Coweta School
- ▶ Less than 6 months

# Questions?



# CONTACT INFO:

## GOVERNMENT CONTRACTORS ASSOCIATION

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