

# GOVERNMENT CONTRACTING

## QUICK START BOOT CAMP



# GOVERNMENT CONTRACTING

**To Download this Presentation:**

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

# My Goal...

**For the longest time, government contracting has been an elusive secret.**



- ❑ Large companies keep winning
- ❑ Small businesses are left out
- ❑ No easy way to understand it
  
- ❑ Our Goal:
- ❑ Change the landscape for small businesses
- ❑ Invite you to be part of that journey

Reveal to you....

# LITTLE KNOWN **SECRETS**

TO **DOUBLE** or **TRIPLE** YOUR BUSINESS  
REVENUE IN THE NEXT 12 MONTHS



# Reveal to you....

## **8 Secrets to GROW your Revenue:**

- 1) 5 P's (Success Formula)**
- 2) 12 Steps to Winning Contracts**
- 3) 10 Steps Agencies Use to Procure**
- 4) 2 Worlds**
- 5) 7 Keys to Success**
- 6) One Word**
- 7) One Team**
- 8) One Solution**



# 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**

**IN THE LAST FEW YEARS,  
OUR MEMBERS HAVE WON  
Over \$850 MILLIONS IN  
CONTRACTS.**





# RESULTS ARE NOT TYPICAL

**I will show you some of our members who have won millions in contracts.**

**My results and their results are not typical. Some people who have attended have won zero dollars.**

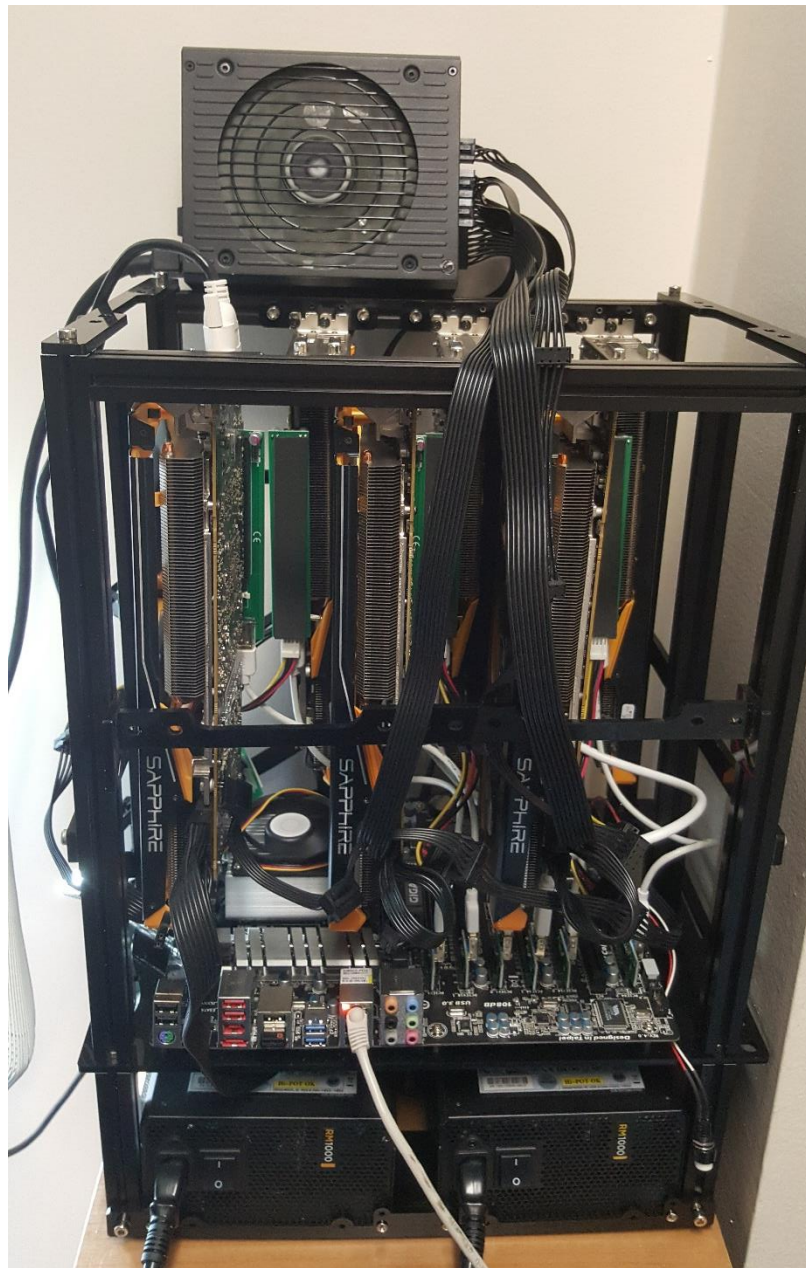
**However, I'm happy to show you what has worked for them and for me. This is not for “get rich fast” or “work from home” people.**

**This is for real business owners and professionals who are serious about growing their companies.**



# IF YOU STAY TO THE END...





# Focus time...



# About Me....



Abraham Xiong

- ▶ **Small Business Advocate**
- ▶ **Business Coach**
- ▶ **Author/Speaker**
  
- ▶ **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**

# QUICK START BOOTCAMP

## Begin with the END in Mind



# THE BIG PICTURE

## WHAT DOES PARADISE LOOK LIKE?

- Envision what the end result will be like?
- Imagine 18 months from now, 18 years from now, where will your company be?
- The **BIG** Picture of the Government Contracting Landscape



<b>Government Expects of Client:</b> <ul style="list-style-type: none"><li>•Proper Registration</li><li>•Capability, Resources, Finances</li><li>•Market Strategy</li><li>•Build Relationships</li><li>•Knowledgeable</li><li>•Identify &amp; Respond to Opportunities</li><li>•Execute Contract and Comply</li><li>•Responsible &amp; Responsive</li><li>•Added Value to Procurement</li></ul>	<b>GCA Expects of Our Members:</b> <ul style="list-style-type: none"><li>•All expectations of Government</li><li>•Commitment in time, effort &amp; money</li><li>•Openness</li><li>•Responsible &amp; responsive</li><li>•Added Value to GCA</li></ul>
<b>Client Expects of Government:</b> <ul style="list-style-type: none"><li>•A contracting resource</li><li>•Clear &amp; Concise Direction</li><li>•Responsive</li><li>•On time Payments</li><li>•Added Value to company</li></ul>	<b>Members Expect of GCA:</b> <ul style="list-style-type: none"><li>•Subject Matter Experts</li><li>•Clear Guidance – Gov’t Process</li><li>•Provide Tools &amp; Resources</li><li>•Fast-track to Contracting</li><li>•Identify Opportunities</li><li>•Support Relationship Development</li><li>•Responsible &amp; Responsive</li><li>•Added Value to Company</li></ul>



# 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



# Success Formula for GROWTH

**P+P+P+P=P**

+ P = Preparation

+ P = Promotion

+ P = Proposal

+ P = Performance



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P = Profit

# END RESULTS...

## 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**

# 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

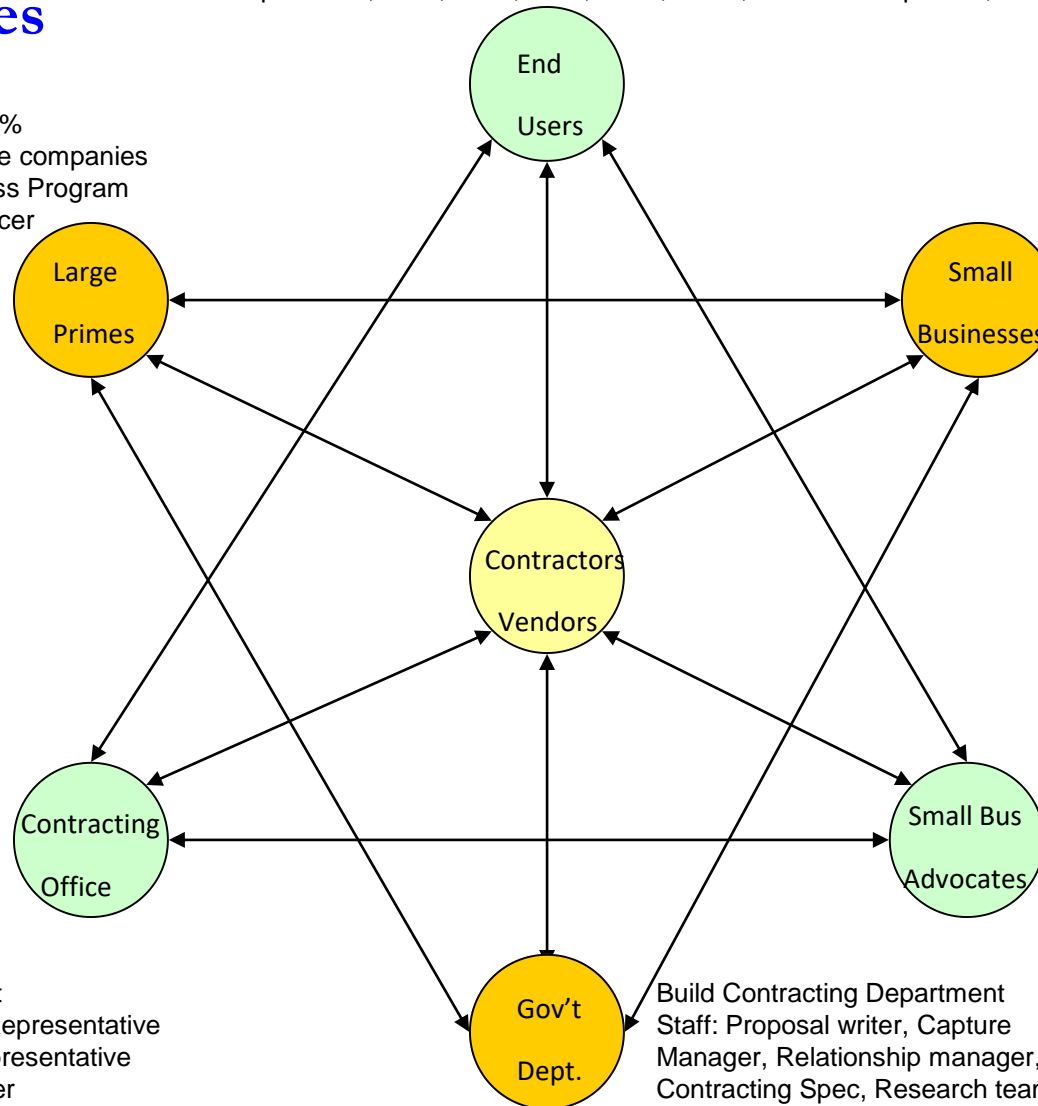
SADBUS = Small and Disadvantaged Bus. Utilization Specialist

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



# YOUR SUCCESS TEAM

## The Team You Must Assemble...

GOVERNMENT CONTRACTING TEAM		
TITLE	DUTIES	SALARY
<b>Capture Manager</b>	biz dev, relationship, networking, marketing, teaming	\$120,000
<b>Researcher/Estimator</b>	finding current oppty's, previous award data, forecasts	\$80,000
<b>Brand Manager</b>	image, advertising, marketing, communication, PR	\$80,000
<b>Contract/Project Manager</b>	contract fulfillment, service/product delivery	\$90,000
<b>Contract Specialist</b>	admin support, contract support	\$70,000
<b>Compliance Manager</b>	quality assurance, accounting and regulation compliance	\$100,000
<b>Proposal Writer</b>	writing proposal/bids	\$90,000
<b>Legal Team</b>	outsourced or in-house legal support	\$120,000
	<b>TOTAL:</b>	<b>\$750,000</b>

# OVERVIEW OF THE GOVERNMENT MARKET





# THE OPPORTUNITIES

## Government Contracting Opportunities



# GOVERNMENT PRESENCE

## What is significant about April 19<sup>th</sup>, 1775?

- “Shot heard around the world”
- Lexington, Mass
- BIRTH of Government Contracting
- Official: Purveyor of Public Affairs Act of 1795: The first regulation passed by the government dealing with procuring supplies. This act allowed specific supplies and materials needed by the government to be purchased.



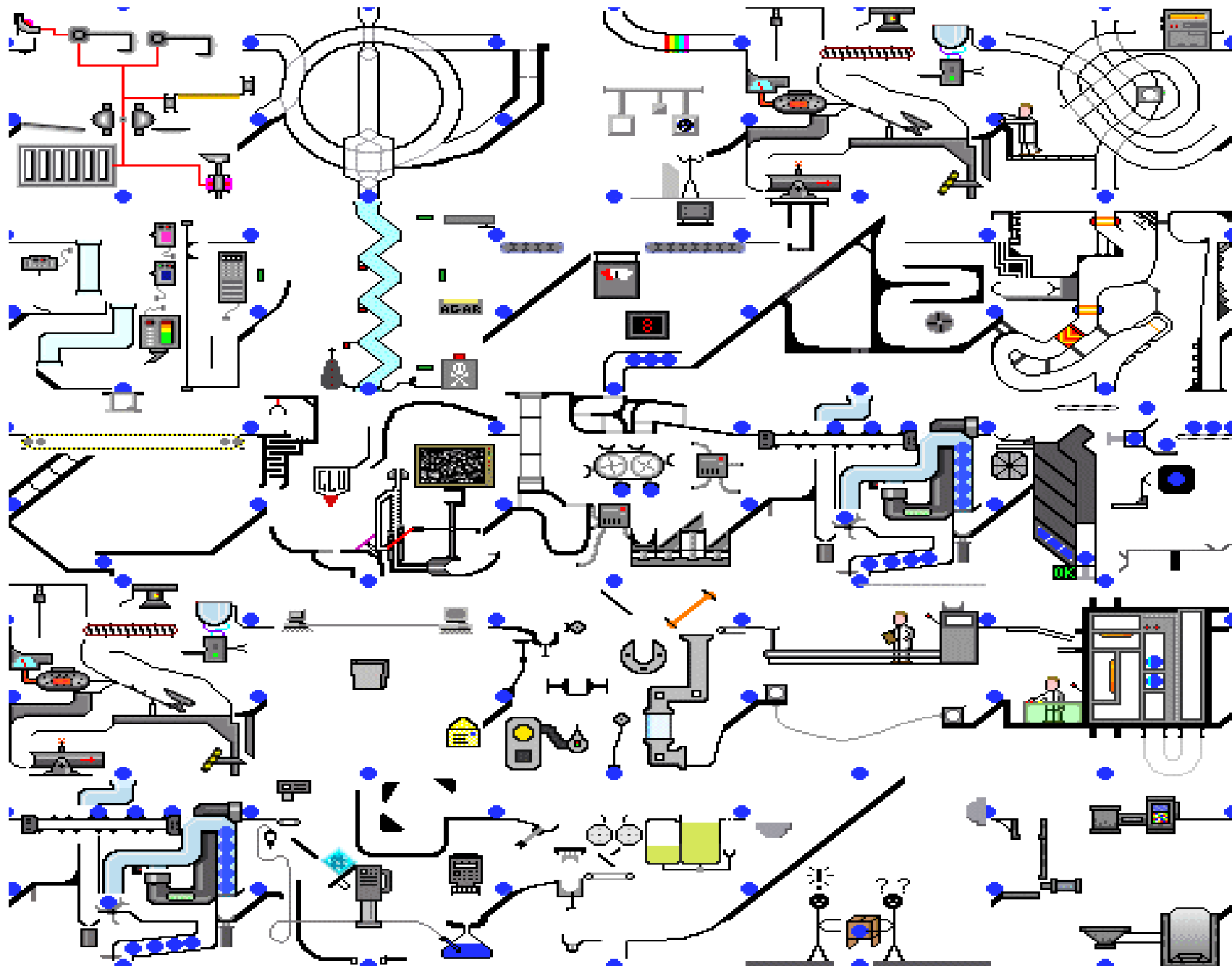
# GOVERNMENT EXPANSION

**85,000+** government entities in the US:

- 1 federal, 24 federal depts., 100+ sub-agencies
- 50 states, 3042 counties
- 14,566 districts, 31,131 special districts
- 35,963 cities and townships
- 640+ Native American Tribes and
- 5 US territories



**I WANT  
YOU  
TO TAKE  
MY  
MONEY**



# LOTS OF OPPORTUNITIES

- World's biggest customer
- Buys virtually everything
- Open to any business



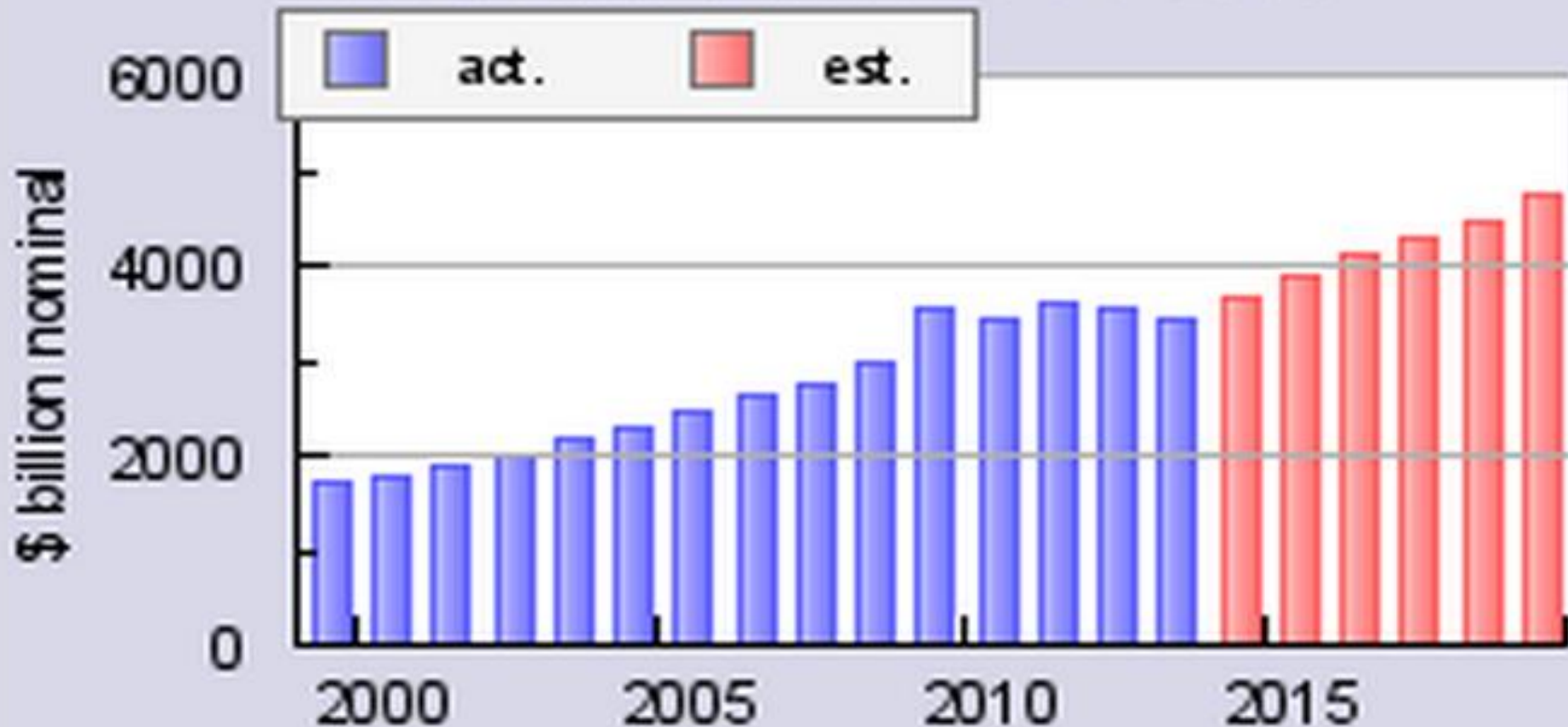
# HUGE BUDGET

- All gov't Budget: \$6+ Trillion (Fed/State/Local)
- Federal Budget: \$3.9+ Trillion
- Checks never bounce
  - Why...?
  - Print Money, Raise Taxes, Borrow Money



# PROJECTED GROWTH

Total Spending  
US from FY 1999 to FY 2019





# AWARDED TO PRIVATE SECTOR

Contracting Dollars: \$450,000,000,000

\$1.2 billion each day

\$51 million each hour

\$850,000 each minute

\$14,000 each second



# AWARDED TO PRIVATE SECTOR

Contracts: 2,482,980

Avg Value: \$180,000

Contractors: 600,000



# IT INDUSTRY

Information Tech:	\$32 Billion
Contracts:	107,000
Avg Value:	\$299,000



# Janitorial/Facilities Support

Janitorial/Facilities: \$19.6 Billion  
Contracts: 41,100  
Avg. Value: \$446,000

561210 Facilities Support Svc.  
561720 Janitorial Services  
561740 Carpet Cleaning





# CONSTRUCTION INDUSTRY

Construction:	\$28 Billion
Contracts:	137,000
Avg Value:	\$204,000



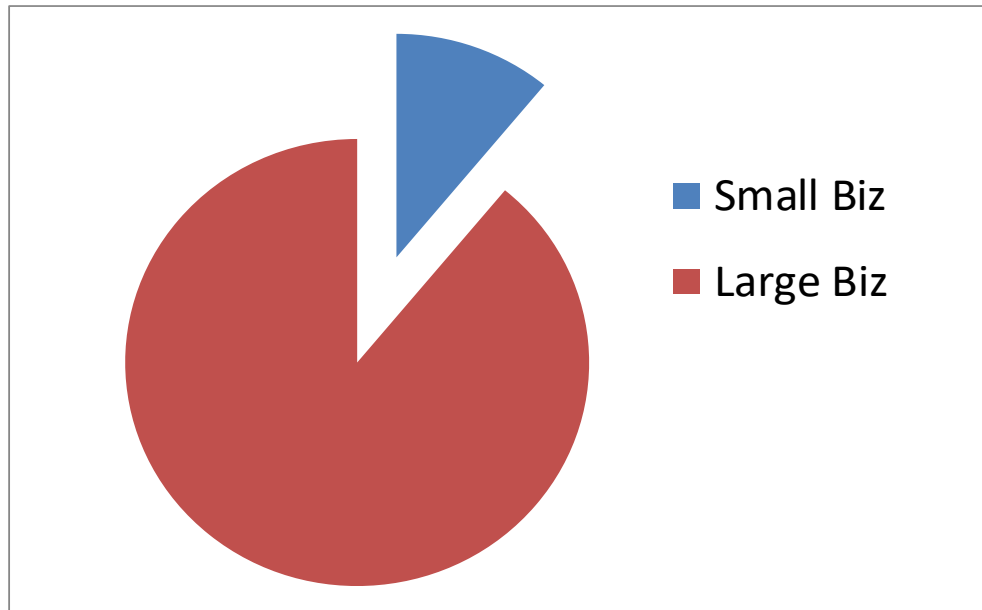
# WHY?

## WHY SHOULD YOU CARE ABOUT GOVERNMENT CONTRACTING?



# SMALL BUSINESSES

- Small Businesses are not getting their share
- 99.7% of the companies are small businesses
  - (SBA size standards)
- \$90 billion out of \$450 billion total
- **20%** are awarded to small businesses





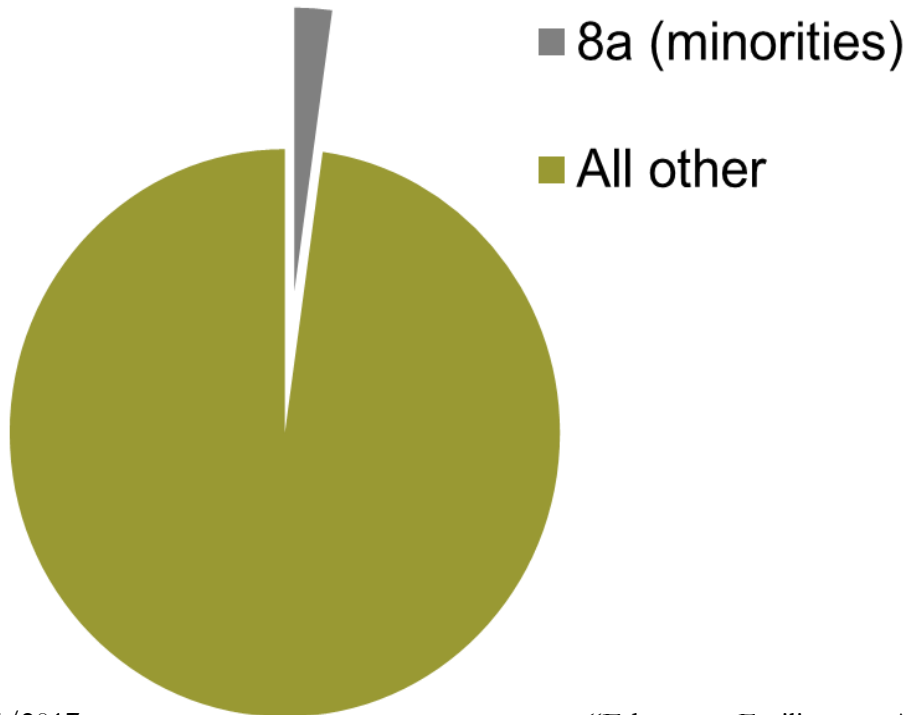
# WOMAN OWNED BUSINESSES

- Women are not getting their share
- 41% of businesses are Women Owned (BusinessWeek.com)
- 32,600 Registered in the SAM.gov
- \$20 billion awarded (out of \$450 B)
- 4.6% Federal dollars went to WOSB
- Goal of 5%



# Minority-Owned Businesses

- Minorities are not getting their share
- 35% of the US population are minorities
  - \$25 billion dollars out of \$450 billion
  - **5.4%** are awarded to 8(a) companies



# COMPARISON

## Lock Heed Martin

won \$30 billion  
(one company)

6.5% of all Federal \$



vs.

## 8a Companies

won \$24 billion  
(6,700 companies)

5% of all Federal \$



# COMPARISON

## Large Companies

won \$236 B

(Top 100 companies)

52% of all Federal \$

vs.

## All Small Business

won \$90 billion

(123,000 certified Small Biz)

20% of all Federal \$

Huge Disparity:

Top 100 large companies VS All the small businesses

# HOW?

## HOW DO YOU WIN GOVERNMENT CONTRACTS?

### SET-ASIDE & CERTIFICATIONS



# Use Certifications to Win Contracts

- **Federal Certifications**
- **State Certifications**
- **Local Certifications**
- **Commercial Certifications**

# Why Get Certifications?

## ■ **Set-aside Contracts**

- ❑ Competed with only small businesses
- ❑ Competed within specific certifications

## ■ **Sole Source Contracts**

- ❑ Direct Award to One Company
- ❑ No competition
- ❑ No lengthy procurement process
- ❑ Price negotiation




# COMPANIES CERTIFIED:

	# Companies	# Contracts	\$Value
• 8a (Minorities)*	6,700	153,163	\$25.1 B
• HubZone*	5,500	63,443	\$6.9 B
• SDVOSB*	14,700	112,274	\$14.9 B
• ED/WOSB*	32,600	268,710	\$20.9 B
• SDB	7,341	250,291	\$30.3 B
• <u>VOSB</u>	34,007	218,664	\$22.6 B
<b>Total Cert. Small Biz</b>	<b>123,217</b>	<b>1,066,545</b>	<b>\$131.7 B</b>
All others	476,783		
<b>Total SAM registered</b>	<b>600,000</b>		

# Certified Companies in GEORGIA

■ HubZone	167
■ 8a (minorities)	267 (out of 262,703 minority owned companies)
■ SDVOSB	692
■ ED/WOSB	753
■ SDB	3385
■ <u>VOSB</u>	<u>1400</u>
■ <b>Total Cert. Small Biz</b>	<b>6,664</b>

## Business Owner Demographics

	Male-owned	475,675
	Woman-owned	278,250
	Equally male/female-owned	122,413
	African American-owned	183,876
	Asian-owned	46,252
	Hispanic-owned	32,575
	Native American/Alaskan-owned	5,982
	Hawaiian/Pacific Islander-owned	1,167
	Veteran-owned	97,859

# QUICK START BOOTCAMP

# Deep Dive Into The 12 Steps



# The Five P's – The GCA Success Formula

**P+P+P+P=P**

+ P = Preparation

+ P = Promotion

+ P = Proposal

+ P = Performance

-----

P = Profit

# 12 STEPS of Government Contracting

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# 12 STEPS of Government Contracting

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# The **PREPARATION** Phase



# Step One (A): ASSESSMENT

**Self 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... don't like risk
- Registered – In SAM and other applicable systems
- Capable – Have resources, skills, and finances
- 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
- 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 include:
  - 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](http://www.Certify.SBA.gov)
- ❑ GSA Schedules

## ■ Other Systems

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

# Step Four (R): REGISTRATION

## ■ Federal:

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

## ■ Commercial:

- ❑ MBE
- ❑ WBE
- ❑ LGBTBE

## ■ State/Local/Municipal:

- ❑ M/WBE
- ❑ Other certifications used in your area



# 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 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

# Step Six (M): MARKETING

## 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, Alliance South, training classes, debriefs,



# Step Seven (R): RELATIONSHIP

Establishing KLT (know, like, trust)

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



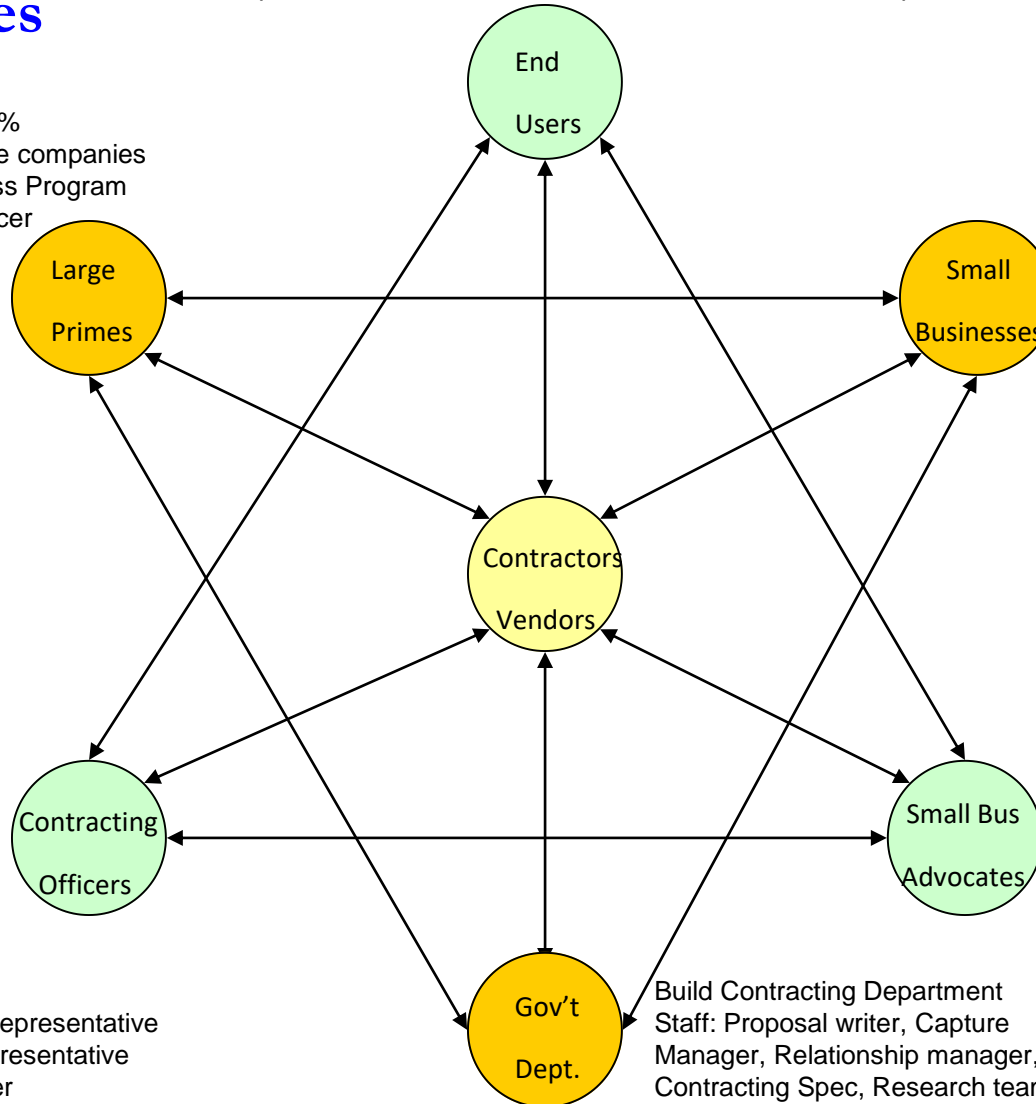
# Relationship Philosophy...

- ❑ 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

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 ACO = Administrative C.O.  
 C.S. = Contracting Specialist  
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 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



# 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)
- Contracting officers within agencies
  - CO/KO
  - PCO/TCO
  - COTR/COR
  - ETC.

# HOW GOVERNMENT BUYS?

- Must register as a vendor
  - Federal vendor (sam.gov)
  - State vendor
  - Local municipalities
  - Large Primes (for subcontracting)
- Google: “doing business with \_\_\_\_\_”



# 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

# CONTRACT VEHICLES

- IDIQ = Indefinite Delivery Indefinite Quantity
- GWAC = Government Wide Acquisition Contract
- MAC = Multiple Award Contract
- MAS = Multiple Award Schedules
- FSS = Federal Supply Schedules
- BPA = Blanket Purchase Agreement
- BOA = Basic Ordering Agreement
- MATOC = Multiple Award Task Order Contract
- SATOC = Single Award Task Order Contract
- Set-Asides (Socio-economic & Small Business requirements (23%) / Prime-subcontracting 35%)
- SOLE Source Contracts (direct award to one source)

# CONTRACT VEHICLES SAMPLES

- GSA Schedule (35 types)
  - Also called Multiple Award Schedules (MAS) and Federal Supply Schedules (FSS)
- GSA STARS II
- FSSI = Federal Strategic Sourcing Initiative
- Seaport-e
- NETCENTS I & II
- ITES 2S
- ENCORE II
- ALLIANT
- VETS GWAC
- OASIS = One Acquisition Solution for Integrated Services
- Ability One (formerly JWOD = Javits-Wagner-O'Day)
- Federal Prison Industry (FPI) also called UNICOR
- Veterans First Contracting Program



# 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)	<a href="https://www.fpds.gov">https://www.fpds.gov</a>
Use USASpending to do research	<a href="http://www.usaspending.gov">www.usaspending.gov</a>
Use GSA elibrary to research GSA spendings	<a href="http://www.gsaelibrary.gsa.gov">http://www.gsaelibrary.gsa.gov</a>
Use DLA award database to research awards	<a href="https://www.dibbs.bsm.dla.mil/Awards/">https://www.dibbs.bsm.dla.mil/Awards/</a>

# PRESENT OPPORTUNITIES

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

# PAID SERVICES

- As a member of GCA you get...
- Bid matching platform ([www.GovDirections.com](http://www.GovDirections.com))

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

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

# Step Nine (P): PROPOSALS

Learn how to write **winning proposals**

You Can't Win if You Don't Play!

Whether it's Government Contracting or the Lottery, the saying holds true.

([www.ProposalBootCamp.com](http://www.ProposalBootCamp.com))



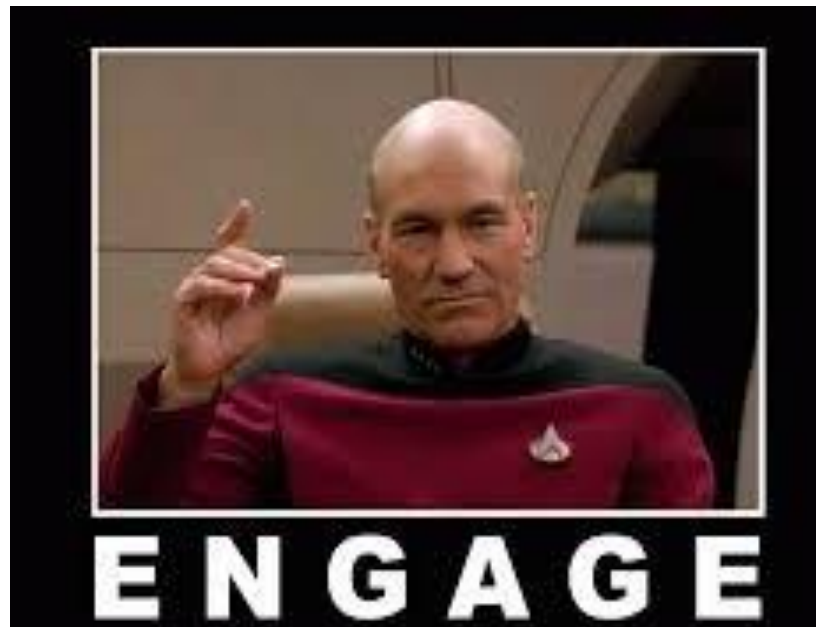
# Step Nine (P): PROPOSAL...

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

# Step Twelve (C): Close-Out

Your ultimate goal is to make sure the agency is happy with your performance.

- You'll need to do a final walk through with the appropriate agency representatives.
- You'll need to get all completion documents signed off.

# Step Twelve (C): Close-Out

- Register in WAWF or other payments systems
- Ensure that all final billing is processed and final payments are made.

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

**Now that you have a glimpse into the  
government contracting world...**



# 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:

- Hospitality in the South vs. China
- Unwritten rules





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



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



ELANS

9

# 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**
- Many people know how to service

# 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



# HOW IS GOV'T DIFFERENT?

## RELATIONSHIP BUILDING IS DIFFERENT:

- Lunch & Coffee Appointments
- Guarantee Appointment (debrief)



# HOW IS GOV'T DIFFERENT?

## MARKETING IS DIFFERENT:

- Capability Statement
- Capability Brief
- Capability Video
- Government Friendly Website
- Business Card



**Savan Source, Inc.**  
301 Depinto  
Bloomington, IL 60108  
DUNS #:079197354  
[www.savansource.com](http://www.savansource.com)

**Bonnie Xayavong**  
President  
(847) 350-8457 P  
(877) 289-0867 F  
[bonnie@savansource.com](mailto:bonnie@savansource.com)

### Savan Source, Inc.

8a Certified  
EDWOSB

DUNS #:079197354  
[www.savansource.com](http://www.savansource.com)

AABE  
MBE

541614	Supply Chain and Logistics Consulting
517110	Wire Telecommunications Carriers
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

# HOW IS GOV'T DIFFERENT?

## DIFFERENT COMPLIANCE REQUIREMENTS:

- Accounting/DCAA
- Insurance Requirements
- Bonding Requirements
- HR & Employment Requirements

# HOW IS GOV'T DIFFERENT?

## PAYMENTS:

- Typical... no upfront money
- 45 days cash flow (net 30)





# HOW IS GOV'T DIFFERENT?

## CERTIFICATIONS:

- Small Business Certifications open doors
- Required Goals:
  - 23% (Agencies goals)
  - 35% (Subcontracting – Prime goals)
- 8(a), HUBZone, SDVOSB, WOSB, etc.



# QUESTIONS BEFORE I CONTINUE?



# What we've covered....

## **8 Secrets to GROW your Revenue:**

- 1) 5 P's (Success Formula)**
- 2) 12 Steps to Winning Contracts**
- 3) 10 Steps Agencies Use to Procure**
- 4) 2 Worlds** (The Difference Between the Commercial and Gov't Market)

# What we've covered....

## 8 Secrets to **GROW** your Revenue:

**5) 7 Keys to Success** (Hand out)

**6) One Word** (One Word that Can Change How you do Contracting)

**7) One Team** (Who Should be on Your Government Contracting Team)

**8) One Solution** (One Thing you Can Do to Immediately Accelerate Your Chances of Success)

# Because the Gov't is Different...

We've created a **solution** to help you...

- What if I gave you a BLUE PRINT?
- A blue print to gov't contracting...
- Will that help you?



# WHAT IF...

- What if I gave you - not just a sheet of blue print... but a software
- A software that maps out....
  - STEP-BY-STEP guide of what you need to do
  - How to register for contracts
  - How to get certified
  - Samples and templates
  - How to find projects
  - How to bid on them - Proposal guide
  - More...

# GovFastTrack.com Software

- What's in the GovFastTrack.com Software...
- Watch Demo:  
<https://youtu.be/KXZdx8pLKFI?list=PLjWtZ64Qk8st5N4ObIN30xcjebEM7NO2B>





# GovFastTrack.com Software





# GovFastTrack.com Software



# GovFastTrack Results:



“I was feeling a little hesitant, but when I saw how powerful the GovFastTrack Software was, I invested in the software. We just won our first contract of **\$4,600**. It paid for itself.”

- Adam

# If you were to hire a Capture Manager

Capture Managers are expensive...

You have to invest a lot of money

## Capture Manager Salaries in Washington, DC

2 Salaries



National Avg

**\$153,478**

Min



\$96k

Max

\$189k

Washington, DC Area Avg

**\$159,842**

Min



\$120k

Max

\$196k

# WHAT IF...

What if I can personally  
be your mentor?

I am looking for a few  
entrepreneurs to  
personally coach and  
mentor.



# MY GOAL...



My goal is to surpass \$1 billion in contract wins.

Do you want to be part of that journey?

I **can't** work with everyone, only a few.  
If that's you...

# **INCUBATOR PROGRAM & ACCELERATOR PROGRAM**

## **GOAL:**

Help GROW your business

**[www.govincubator.com/go](http://www.govincubator.com/go)**



# INCUBATOR PROGRAM

## PROGRAM DETAILS:

- ☐ 6 months
- ☐ 19 weeks of training
- ☐ 7 weeks of implementation
  - Homework assignments
  - Execution, Review, Corrections
- ☐ Meetings held each week (same time)
- ☐ Training through complete curriculum

# ACCELERATOR PROGRAM

## PROGRAM DETAILS:

- ☐ Same as Incubator program + additional
- ☐ 12 months
- ☐ Proposal Writer
  - Writes proposals for the team
  - One proposal for individual company
- ☐ Business Coach
  - Homework assignments
  - Execution, Review, Corrections
- ☐ Master Mind Sessions



**What will a personal mentor be worth?**

**Our clients have won over \$850M**

**If I can personally help you to grow your business, what is that valued at?**

# Someone like you...

**Gloria came to a training just like this a few months ago...**



Gloria Meyer

- ▶ **BOSCO Contracting**

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



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

# Space is limited...

## A few SLOTS AVAILABLE

**We can't accept everyone.  
You have to be accepted into  
the program.**



# WHAT YOU'RE GETTING...

- **A Capture Management Mentor (\$150K)**
- **A Business Coach (\$850M+ in contract wins)**
- **GovFastTrack Software (\$1999)**
- **Incubator Program (\$Special price)**
- **or Accelerator Program (\$Special price)**
- **All the resources of GCA @ your fingertips**
- **Membership benefits (\$11K value - see list)**
- **My personal cell phone number (priceless)**



# HOW MUCH IS ALL THIS...

**YOU GET ALL THIS...**

**NOT for \$150,000 (cost of a Capture Manager)**

**NOT for \$50,000**

**As an attendee...**

# VALUE YOU'RE GETTING...

**I'm making the GovIncubator Program available to you at...**

**What non-members pay @ \$12,000**

**What members pay @ \$8,000**

# YOUR ACTION PLAN

## GovIncubator Program

- ☐ GovFastTrack Software (\$1,999).....Cost \$999
- ☐ Incubator Program.....Cost \$8,000
  - ☐ Personal Coach/Mentor
  - ☐ CFCP Training (Certified Federal Contracting Professional)
  - ☐ Introductions to teaming partners/buyers
  - ☐ Connections to professional svc. providers
  - ☐ Knowledge to win contracts
  - ☐ Team to guide you to winning contracts



# HOW TO GET IN...

**I will consider taking you into the GovIncubator Program...**

- You have to be serious**
- Must commit 6 months of hard work**
- Must enroll today**

**What non-members pay @ \$12,000**

**What members pay @ \$8,000**

**TODAY ONLY... \$6,000**



# VALUE YOU'RE GETTING...

At... **\$6,000**

You get...

- **Gov Incubator Program \$8000**
- **GovFastTrack Software \$999**
- **Payment plan available**

# YOUR ACTION PLAN

## Accelerator Program

- ☐ GovFastTrack Software (\$1,999).....Cost \$999
- ☐ Accelerator Program.....Cost \$24,000
  - ☐ Proposal Writer
  - ☐ Business Coach
  - ☐ Master Mind Sessions (weekly)
  - ☐ CFCP Training (Certified Federal Contracting Professional)
  - ☐ Introductions to teaming partners/buyers
  - ☐ Connections to professional svc. providers
  - ☐ Knowledge to win contracts
  - ☐ Team to guide you to winning contracts

# HOW TO GET IN...

**I will consider taking you into the Program...**

- You have to be serious**
- Must commit 6 months of hard work**
- Must enroll today**

**What non-members pay @ \$24,000**

**What members pay @ \$20,000**

**TODAY ONLY... \$18,000**

# VALUE YOU'RE GETTING...

At... **\$18,000**

**You get...**

- **The opportunity to have a team to pursue after contracts with you.**
- **Payment plan available**

# YOUR ACTION PLAN

## Self-Paced Quick Start

- ☐ One Hour Strategy Session.....Cost \$499
- ☐ GovFastTrack Software (\$1,999).....Cost \$999

**TODAY ONLY**  
**\$999**

# Choose your starting point....

## Quick Start Kit

<u>Quick Start Kit</u>	<u>\$197</u>
Total Value	\$197

☐ **FREE GIFT**

## GovFastTrack

GovFastTrack™	\$1999
<u>Strategy Session</u>	<u>\$ 500</u>
Total	\$2499

☐ **ONLY \$999**

## Incubator Package

GovIncubator	\$8000
<u>GovFastTrack™ (Included)</u>	<u>\$1999</u>
Total Value	\$9999

☐ **ONLY \$6,000**

## Accelerator Package

GovAccelerator	\$20,000
Proposal Writer	<u>(Included)</u>
Business Coach	<u>(Included)</u>
Mastermind Sessions	<u>(Included)</u>

☐ ~~**ONLY \$20,000**~~

**\$18,000**

# **Complete APPLICATION....**

**Choose the best options for you**

**Package 1: GovIncubator Program**

**Package 2: Self-Paced Quick Start**

**Package 3: GovAccelerator Program**

**Also... fill out your survey**



# WHAT YOU'RE GETTING...

- **A Capture Management Mentor (\$150K)**
- **A Business Coach (\$850M+ in contract wins)**
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- **All the resources of GCA @ your fingertips**
- **Membership benefits (\$11K value - see list)**
- **My personal cell phone number (priceless)**



# Who's seeing results?

- Amyra, LLC

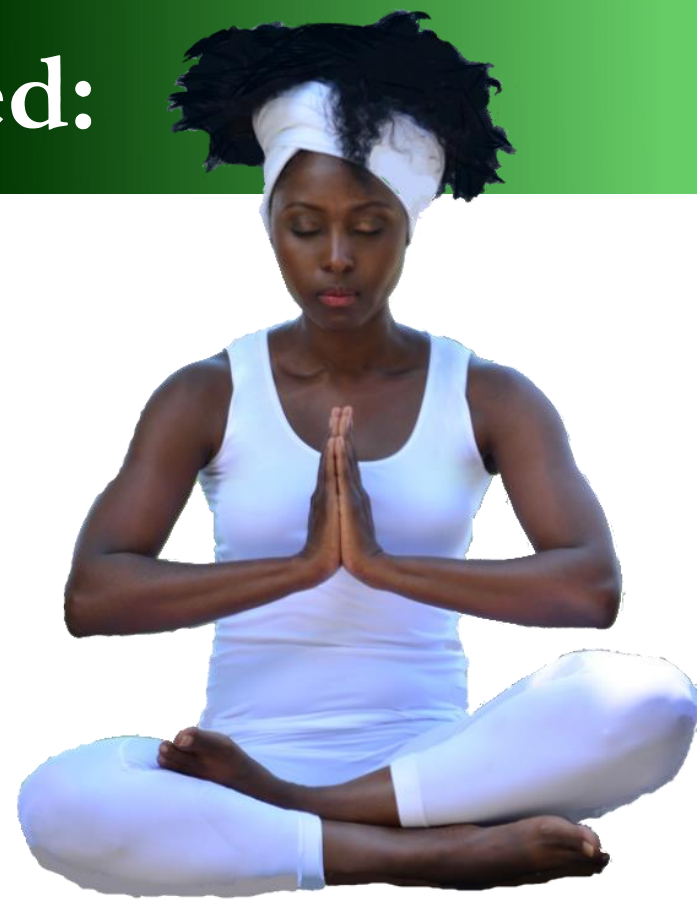


“I retired as an educator and then started my tutoring business with GCA’s help. They helped me win my first tutoring contract of \$25,000 with Dekalb County School System.”

- Barbara

# 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

# Real People We've Helped:

- **HOT** off the press...

8(a)  
Sole Source Contract  
**\$300,000 Project**



Bukie Opanuga

to me ▾

Hey Abe,

We won the contract :)

We did have quite a few negotiations, and had to bring the price down some but... we won! Finally our first 8(a) sole source, two and half years in. Thanks for your help, I need to take you to lunch sometime.

from: Bukie Opanuga <bukie@contractors.com>

to: Abraham Xiong <abe@govcontractors.org>

date: Tue, Aug 30, 2016 at 1:49 PM

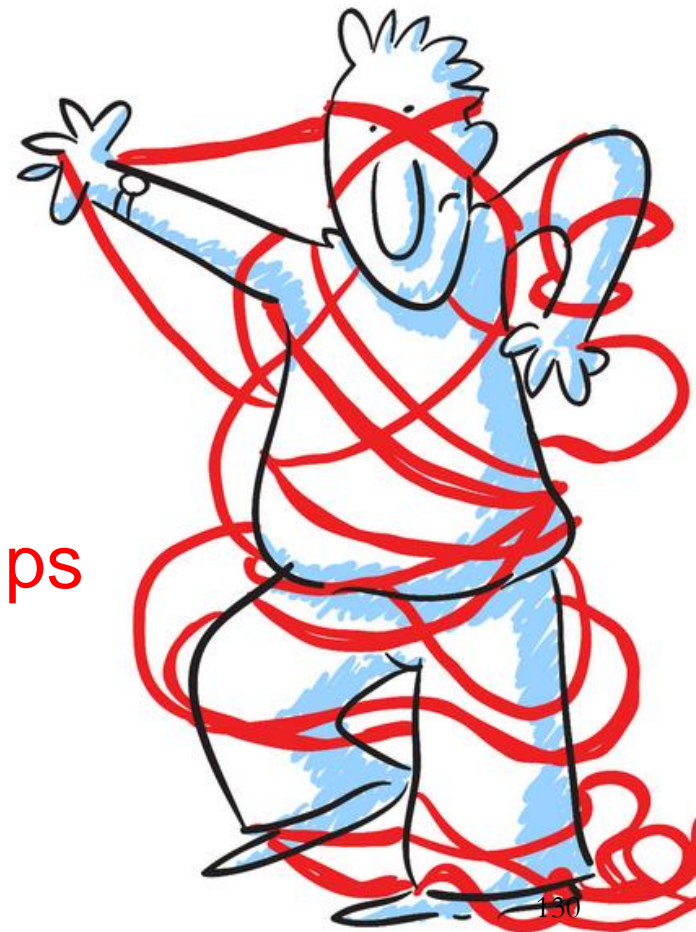
subject: Re: AF pricing

# WHAT ARE THE CHALLENGES?

- Lots of Opportunities in the government market,  
**Not enough participation**

- **CHALLENGES:**

- Lots of **red tape** & regulations
- Don't speak **Governese**
- Takes a long time (**36 months**)
- Don't know where to **start**
- Not sure how to **build relationships**
- It's a different **culture**





# How to Overcome Challenges

## ■ OVERCOMING CHALLENGES:

- Lots of red tape & regulations
- Don't speak Governese
- Takes a long time (36 months)
- Don't know where to start
- Not sure how to build relationships
- It's a different culture

Read the F.A.R.

Get a translator/interpreter

Get the GovFastTrack Software

GCA is your Start Point

Create your Dream 100 List

Immerse yourself

**Most IMPORTANT of all,**

**INVEST in yourself...**



# WHAT YOU'RE GETTING...

- **A Capture Management Mentor (\$150K)**
- **A Business Coach (\$850M+ in contract wins)**
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- **Incubator Program (\$Special price)**
- **or Accelerator Program (\$Special price)**
- **All the resources of GCA @ your fingertips**
- **Membership benefits (\$11K value - see list)**
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# Choose your starting point....

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<u>Quick Start Kit</u>	<u>\$197</u>
Total Value	\$197

☐ **FREE GIFT**

## GovFastTrack

GovFastTrack™	\$1999
<u>Strategy Session</u>	<u>\$ 500</u>
Total	\$2499

☐ **ONLY \$999**

## Incubator Package

GovIncubator	\$8000
<u>GovFastTrack™ (Included)</u>	<u>\$1999</u>
Total Value	\$9999

☐ **ONLY \$6,000**

## Accelerator Package

GovAccelerator	\$20,000
Proposal Writer	<u>(Included)</u>
Business Coach	<u>(Included)</u>
Mastermind Sessions	<u>(Included)</u>

☐ ~~**ONLY \$20,000**~~

**\$18,000**

# Time for Action....

**Turn in your Application**

**Go to the back table...**

**Also turn in your survey**

# GET YOUR FREE GIFT...



# GET YOUR FREE GIFT...



# Questions?



# CONTACT INFO:

## GOVERNMENT CONTRACTORS ASSOCIATION

**3300 Buckeye Rd, Suite 510  
Atlanta, GA 30341**

**(404) 955-8080**  
**[info@govcontractors.org](mailto:info@govcontractors.org)**

**Choose your program**  
**[www.govincubator.com/go](http://www.govincubator.com/go)**

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