

MARKETING YOUR SMALL BUSINESS TO GOVERNMENT AGENCIES AND PRIME CONTRACTORS

Developing Proven And Repeatable
Marketing And Sales Processes

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Course Presenter

Carroll Bernard

- Career Experience**
 - U.S. Navy
 - City of Vancouver, WA
 - Department of Veterans Affairs
 - U.S. Small Business Administration
 - PTAC Counselor
- Small Business Owner**
 - Waypoint America, LLC
 - Govology.com
- Non-Profit Support & Collaboration**
 - Procurement Technical Assistance Center(s)
 - VBOCs, WBCs, SBOCs
 - USDOT SBTRCs
 - MBQAs

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AGENDA

- 01 The Big Picture
- 02 Market Research: Getting the Facts
- 03 Marketing Tools & Collateral
- 04 Build and Customize Your Value Proposition
- 05 Leveraging Web and Social Media

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THE BIG PICTURE!

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"In order to develop effective sales and marketing processes for the government marketplace, you must first understand HOW the government buys what you sell."

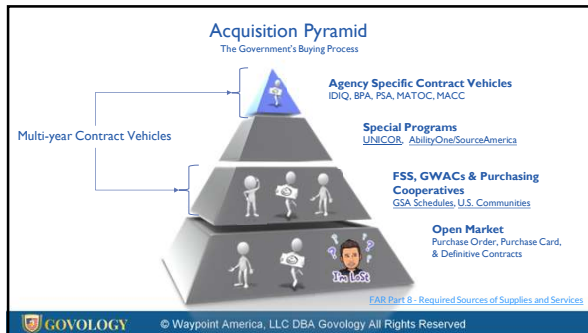
Their Buying Processes?



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QUESTIONS TO ANSWER

Basic Questions

- What agencies buy what I sell? (Focus on top 3 - 5)
- Where are they buying it? (Think acquisition pyramid)
- Who are they buying it from? (Competitor or partner)
- What are they paying for it? (Do you have a chance)
- Where do I fit in the acquisition pyramid?
- Who is my MVP?

Advanced Questions

- What do they value most?
- When does the next big opportunity open for competition?
- How do I market and promote my products and services under \$25k?
- How do I market and promote my products/services under the micro-purchase threshold?

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Threshold Marketing

Matching your sales range to the government's purchasing thresholds

- \$25K - SAM.GOV
Open market only. **Connect with end users**
- \$10k - \$25k Ask Contracting or OSD BU Rep
Connect with end users
- \$10K Department Level (Purchase Card) Transaction
Connect with end users

THE 2021 GOVOLOGY GUIDE

For Federal, State, and Local Government Transactions

DEFINITION
"Micro-purchase" means an acquisition of supplies or services using simplified acquisition procedures. The aggregate amount of which does not exceed the micro-purchase threshold. FAR 27.101

CIVILIAN AGENCIES
"Micro-purchase threshold" means \$10,000 for federal civilian agencies. Except for services and construction. See related terms.

DOD
"Micro-purchase threshold" means \$10,000 for all acquisitions, except for services and construction. See related terms.

SERVICES
For acquisitions of services subject to 48 U.S.C. chapter 135, except for the threshold.

CONSTRUCTION
For acquisitions of construction subject to 48 U.S.C. chapter 135, subchapter 10, except for the threshold.

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ONLINE RESOURCES

asdfghijkl;
kvjiad
:lkdf

USASPENDING.GOV
Aggregates all government spend data. Use the advanced search filter to create custom searches.

FPO.S.GOV
Contract spend data only. Not as user friendly, but great for drilling down on specific contracts.

Agency Websites
Contain information, including "Doing Business With Us" page.
Action Item: Google "Doing Business With _____".

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TOP NAICS SPENDING IN YOUR STATE

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TOP AGENCY SPENDING (FILTERED BY NAICS CODE)

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TOP AGENCY SPEND BY SET ASIDE TYPE (NAICS FILTERED)

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MARKET RESEARCH ASSISTANCE

1. CONTACT YOUR PTAC



Locate Your PTAC
WWW.APTAC.US/ORG
May assist in market research and much more.

2. LEARN & DIY



Recommended Training
"Why Buy What You Sell"
Available at Govology.com

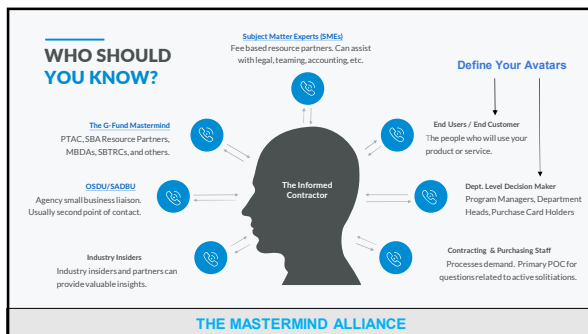
3. ENGAGE A SME



Time Saver
Typically, a fee-based resource, but a great go-to option if you don't have a PTAC, and don't have time for option 2.

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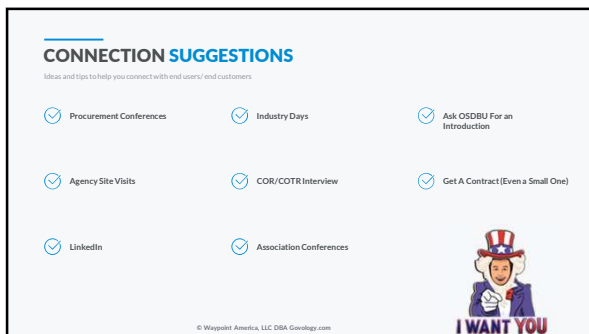
IMPORTANT QUESTION

Who Are You Marketing To?

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***DON'T JUDGE A BOOK
BY ITS COVER!***

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But People Do!

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ASSETS AT THE READY



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BUSINESS CARDS

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Business Card Tips

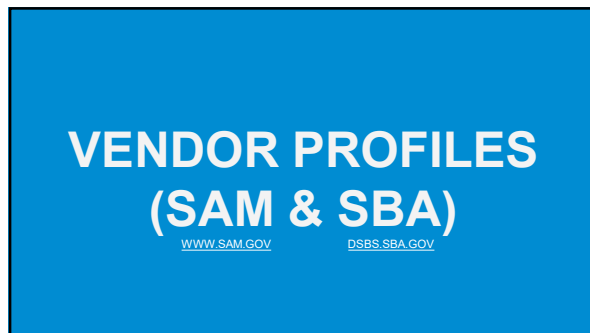
1. Keep it simple & easy to read
2. Use quality paper
3. Use a standard business card size
4. Define your business
5. Double check everything
6. Include company logo

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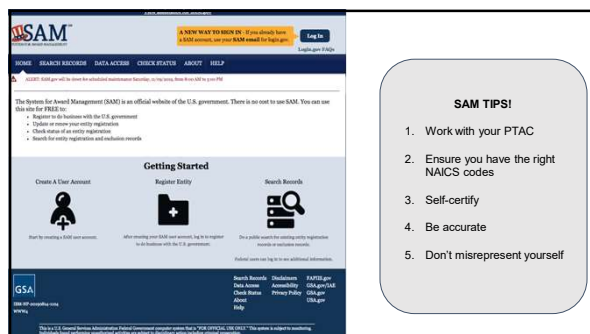
Business Card Sample



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SBA Profile: Action item

1. Visit dsba.sba.gov
2. Search competitor profiles in your area
3. Get some ideas
4. Update your profile

*Some items in your SBA Profile can only be edited through a SAM.GOV update.

- NAICS Codes
- Address
- URL

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Optimize Your SBA Profile

Assertions

Representations and Certifications

Points of Contact

Small Business Certification

Submit Certification

Small Business Certification

✓ SBA Profile

Submit Certification

SBA Supplemental

You have successfully completed the Assertions portion of your entity's registration. Please review the information below if you would like to apply for a Small Business Administration (SBA) certification program.

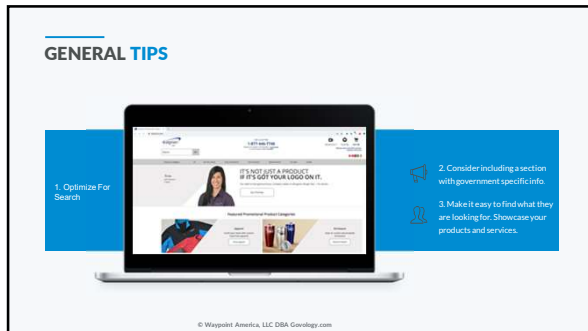
If you are applying for certification as a HUBZone, 8(a) Business Development, or 8(a) Joint Venture Program, you must complete the SBA Supplemental page. Click the Register or Update your SBA Profile button located at the bottom of the page to go directly to the supplemental page specific to your entity. Note: When you click the button, you will be logged out of DSAS and must log back in when you are ready to proceed with the registration process. The SBA will notify DSAS if and when your entity is added to a certification program. DSAS will send an email to your entity's administrator when the SBA sends the confirmation. If your entity is added to the 8(a) or 8(a) Joint Venture program, the Business Type information will be updated. You will be instructed to review the changes found on the General Information page and to re-certify to your entity's small business status. If you are added to the HUBZone program, the Representations and Certifications portion of your entity's registration must be updated. You will be instructed to review the changes and re-certify to your entity's small business status.

SBA.GOV Register or Update SBA Profile

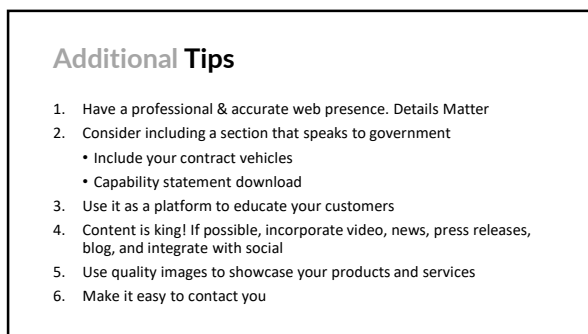
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WEBSITE

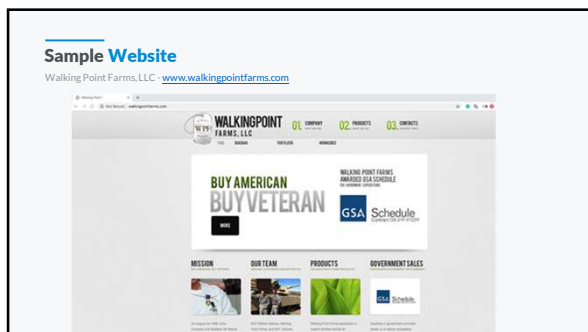
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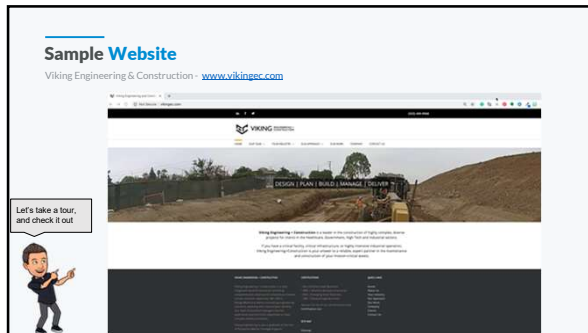
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Capability Statements
Your business resume for government work

- Short Versions (most common)**
 - 1 or 2 page (front & back) marketing flyer which speaks to your government customers
 - Should include at a minimum
 - Company Name | Contact Info | Website | NAICS Codes | CAGE Code
 - Certifications | Experience | Government Clients | Differentiators | Value Prop
- Long Versions**
 - 3 pages or longer
 - Used in responding to sources sought notices
 - Exhibitor booths at trade shows
 - Elaborates on experience, projects, etc.
 - Commonly referred to as a Statement of Qualifications
 - In depth summary of your company used for target customers
 - Often used for integrating into proposals, or in personal interviews/ meetings
 - Some contractors also provide at trade shows

* Capability Statements are sometimes referred to as line cards

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Sample Capability Statements & Statement of Qualifications (SOQs)

- Burgoon Company
 - <http://bit.ly/Burgoon>
 - 1-page capability statement
- Viking Engineering and Construction
 - <http://bit.ly/Vkingec>
 - 2-page capability statement
 - Print on single page front & back
- Riedinger Consulting
 - <http://bit.ly/Riedinger>
 - 42-page Statement of Qualifications
 - Like a website in a handout format

Capability statements can be distributed as a printed handout or as a PDF that can be sent via email or downloaded from your company website.

* Some agencies may want you to provide a very specific capability statement. Example <http://bit.ly/DLAColumbus>

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SOURCES SOUGHT

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Responding to Sources Sought Request

- A great opportunity to market your business and influence the acquisition.
- Part of Market Research required of Contract Specialist.
 - Helps determine
 - Capabilities in the marketplace
 - If they can set aside for small business
- Read strategy paper prepared by Naval Surface Warfare Small Business Office.
 - <http://bit.ly/sources-sought>

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Sample Sources Sought Notice

DLA Disposition Services is seeking **eligible HUBZONE SMALL business firms** capable of removal, transportation and disposal of electroplating related waste (sludge) at DLA Disposition Services Office Warner Robins

SUBMISSION REQUIREMENTS: It is requested that interested small businesses submit to the Contract Specialist a brief capabilities statement package (**no more than 10 pages in length, single-spaced, 12-point font minimum**) demonstrating ability to perform the requested services. This documentation **shall** address, as a minimum, the following: (1) Company Profile to include number of employees, office locations(s), DUNS number, and statement identifying its small business category HUBzone and current status. (2) Relevant Experience within the last five years, including contract number, and Government/Agency point of contact and current telephone number. A brief description of how the contract referenced relates to the technical services described herein.

The submittal package **must** be received **not later** than 4:00 p.m.

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Social Media

- Most agencies now on social media platforms
 - Twitter
 - LinkedIn
 - Facebook (It's not just for friends anymore)
- General rules for small businesses
 - Connect and follow employees' social media channels
 - Follow your target agencies' primary social media pages
 - Ensure your personal profiles are accurate and up to date
 - Be careful of what you say
 - Stay visible



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BEST VALUE

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What is Best Value

FAR 2.101 defines "Best Value" as the expected outcome of an acquisition that, in the Government's estimation, provides the greatest overall benefit in response to the requirement.

FAR 15.101 further defines the "best value continuum"

An agency can obtain best value in negotiated acquisitions by using any one or a combination of source selection approaches. In different types of acquisitions, the relative importance of cost or price may vary. For example, in acquisitions where the requirement is clearly definable and the risk of unsuccessful contract performance is minimal, cost or price may play a dominant role in source selection. The less definitive the requirement, the more development work required, or the greater the performance risk, the more technical or past performance considerations may play a dominant role in source selection.

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Best Value

• Common factors considered in best value include

- Price
- Past Performance
- Past Experience
- Technical Qualifications

What attributes might your government prospects value most in the products and services they buy and the companies they buy from?

Hint! Look section M in current or previous solicitations

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Value Proposition

• Two types of value propositions in government

- General
 - Using your current value proposition for commercial
- Tailored
 - Value proposition specifically speaking to evaluation criteria for award as well as insight collected from informational interviews
 - Emphasis to be placed on which factors carry more points
 - Good and bad value prop examples can be found in the strategy paper shared earlier
- Have your local PTAC review your value props in your capability statement, sources sought responses, and proposals.

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MARKETING TO PRIMES

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Marketing Your Business To Prime Contractors

1. Fix your SBA Profile. They use this database as well.
2. Get in their database (ensure you add your certifications and update annually if there are changes).
3. Understand their thought process when selecting subcontractors.
4. **Know key decision makers and build relationships with them.**
5. Ask good questions. What are their pain points? What specific struggles do they have in finding qualified small biz contractors?
6. Build and communicate an outstanding value proposition. What can you do for them that no one else can?
7. Be willing to modify your business and provide solutions for their challenges.
8. Invite them to partner with you on small business set-aside opportunities.
9. Stay visible. Check in periodically.
10. Get additional training for advanced strategies.

[Advanced Training Strategies to Accelerate Small Business Government Revenue](#)



[Convincing A Prime To Put You On Their Team](#)



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In Summary:

“DON'T SIT BACK AND WAIT FOR AN INVITATION, GO OUT AND MAKE THINGS HAPPEN”.

CARROLL BERNARD

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Questions

Sorry, I wasn't listening.



Keep The Conversation Going!
Join us at Govology Nation
www.govology.com/nation

Phone: 1-888-643-4276
Email: support@govology.com

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