

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, SBDCs
- USDOT SBTRCs
- MBDA's



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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

**THE
BIG
PICTURE!**

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

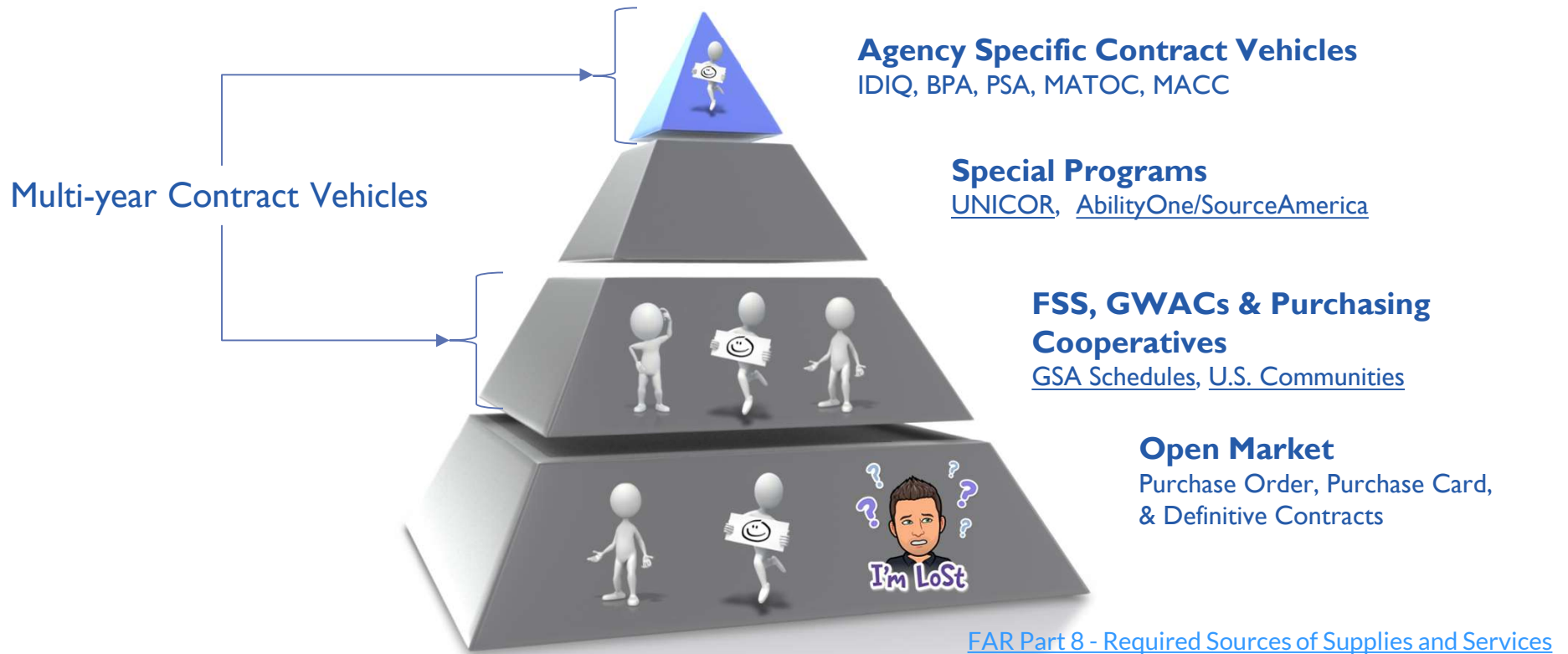
Their Buying Processes?





Acquisition Pyramid

The Government's Buying Process





MARKET RESEARCH GETTING THE FACTS

GETTING ANSWERS

Online Research Versus Interview Based



Online Research

Publicly Available Info

- Historical Spend Data
- Agency Websites
- Opportunity Portals



Personal Interviews

Talking to people

- End Users
- Department Level Decision Makers
- OSDBU
- Contracting Staff

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?

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 OSDDBU Rep

Connect with end users



<\$10K Department Level (Purchase Card) Transaction

Connect with end users

THE 2021 GOVOLOGY GUIDE

To Federal Micro-Purchase Thresholds

Disclaimer: The following are general guidelines that apply to the majority of micro-purchases made by federal agencies. Additional exceptions and thresholds apply in accordance with the micro-purchase definition cited in FAR 2.101.

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.2.101

CIVILIAN AGENCIES

"Micro-purchase threshold" means \$10,000 for federal civilian agencies, except for services and construction (as indicated below).

\$10,000

DOD

\$10,000

"Micro-purchase threshold" means \$10,000 for DoD appropriations, except for services and construction (as indicated below).

SERVICES

For acquisitions of services subject to 41 U.S.C. chapter 67, Service Contract Labor Standards.

\$2,500

CONSTRUCTION

\$2,000

For acquisitions of construction subject to 40 U.S.C. chapter 31, subchapter IV, Wage Rate Requirements (Construction).

ONLINE RESOURCES



[USASPENDING.GOV](https://www.usaspending.gov)

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

[FPDS.GOV](https://www.fpds.gov)

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

Agency Websites

Contain information, including a “Doing Business With Us” page.

Action Item: Google “Doing Business With _____”.



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WHAT CAN YOU UNCOVER?

naics_code	(All)
Row Labels	Sum of obligated_amount
AIRCRAFT MANUFACTURING	\$50,815,909,829.27
RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES	\$20,757,659,611.48
INDUSTRIAL NONBUILDING STRUCTURE CONSTRUCTION	\$12,419,507,987.37
HAZARDOUS WASTE TREATMENT AND DISPOSAL	\$6,654,518,245.29
REMEDIATION SERVICES	\$6,650,190,845.10
FACILITIES SUPPORT SERVICES	\$3,391,675,558.71
COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION	\$1,369,031,846.16
SHIP BUILDING AND REPAIRING	\$1,127,638,073.10
OTHER HEAVY AND CIVIL ENGINEERING CONSTRUCTION	\$913,016,880.16
DIRECT HEALTH AND MEDICAL INSURANCE CARRIERS	\$872,847,262.00
ENGINEERING SERVICES	\$613,847,349.87
RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)	\$512,533,479.40
SEARCH, DETECTION, NAVIGATION, GUIDANCE, AERONAUTICAL, AND NAUTICAL SYSTEM AND INSTRUMENT MANUFACTURING	\$390,593,250.56
COMPUTER SYSTEMS DESIGN SERVICES	\$380,030,769.68
SURVEYING AND MAPPING (EXCEPT GEOPHYSICAL) SERVICES	\$351,989,076.78
ARCHITECTURAL SERVICES	\$241,837,019.85
PETROLEUM REFINERIES	\$232,197,347.57
OTHER SUPPORT ACTIVITIES FOR AIR TRANSPORTATION	\$230,430,602.80
OTHER AIRCRAFT PARTS AND AUXILIARY EQUIPMENT MANUFACTURING	\$209,720,423.32
ELECTRIC POWER DISTRIBUTION	\$189,747,621.65
BOAT BUILDING	\$180,031,214.76
ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES	\$174,636,940.95
HIGHWAY, STREET, AND BRIDGE CONSTRUCTION	\$171,912,385.39
(blank)	\$151,696,390.03
ALL OTHER MISCELLANEOUS FOOD MANUFACTURING	\$126,757,621.29
STEAM AND AIR-CONDITIONING SUPPLY	\$126,361,623.61
OTHER COMPUTER RELATED SERVICES	\$115,655,663.78
ENVIRONMENTAL CONSULTING SERVICES	\$115,277,269.24
SMALL ARMS, ORDNANCE, AND ORDNANCE ACCESSORIES MANUFACTURING	\$104,630,485.64
OTHER TECHNICAL AND TRADE SCHOOLS	\$93,587,917.00
IRRADIATION APPARATUS MANUFACTURING	\$90,061,743.40
JANITORIAL SERVICES	\$82,360,935.60
NONSCHEDULED CHARTERED FREIGHT AIR TRANSPORTATION	\$78,773,694.56
SECURITY GUARDS AND PATROL SERVICES	\$78,758,795.76

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TOP NAICS
SPENDING
IN YOUR
STATE

WHAT CAN YOU UNCOVER?

naics_description	JANITORIAL SERVICES
Row Labels	Sum of obligated_amount
DEPT OF THE NAVY	\$29,892,407.67
SKOOKUM EDUCATIONAL PROGRAMS	\$29,892,407.67
DEPT OF THE ARMY	\$28,018,916.24
HHI SERVICES, INC.	\$14,221,916.88
SKOOKUM EDUCATIONAL PROGRAMS	\$8,724,117.23
ALLIANCE PROPERTY SERVICES LLC	\$1,619,079.98
LILLIE RICE CENTER INC	\$1,064,880.93
TAYLOR ENTERPRISES LLC	\$582,549.04
ANC CUSTODIAL SERVICES, LLC	\$527,307.41
YAKIMA SPECIALTIES INC	\$520,111.31
RELAY RESOURCES	\$198,249.81
IMAGANN CLEANING SERVICE, INC.	\$186,169.44
NORTHWEST CENTER	\$121,325.67
JSD CLEANING SERVICES INC.	\$87,638.64
ZHDANYUK, VASILY	\$73,451.38
SHARPRO LLC	\$32,926.02
WISDOM ELITE, LLC	\$30,850.00
MAXPRO ENTERPRISE LLC	\$18,062.50
SUPREME PRO CLEAN LLC	\$10,280.00
JACOBS ENTERPRISE MANAGEMENT CO.	\$0.00
BUREAU OF RECLAMATION	\$8,395,810.18
TAYLOR ENTERPRISES LLC	\$5,792,271.87
JSD CLEANING SERVICES INC.	\$2,340,905.03
GOOD WORKS	\$262,633.28
PUBLIC BUILDINGS SERVICE	\$2,548,539.06
RELAY RESOURCES	\$993,282.74
NORTHWEST CENTER	\$948,894.74
COLUMBIA INDUSTRIES	\$206,266.32
PROSOURCE CONSULTING, L.L.C.	\$188,108.65
SKILS'KIN	\$94,472.76
CASCADE CONNECTIONS	\$49,793.99
LAKE WHATCOM RESID TREATMENT	\$26,223.23
VADIS	\$24,505.45

TOP AGENCY SPENDING (FILTERED BY NAICS CODE)

WHAT CAN YOU UNCOVER?

naics_description	JANITORIAL SERVICES
Row Labels	Sum of obligated_amount
⊕ (blank)	\$58,274,112.91
⊕ SMALL BUSINESS SET ASIDE - TOTAL	\$6,572,743.63
⊕ NO SET ASIDE USED.	\$6,099,405.19
⊕ HUBZONE SET-ASIDE	\$5,792,271.87
⊖ 8(A) SOLE SOURCE	\$3,854,148.38
DEPT OF THE ARMY	\$1,592,435.41
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION	\$833,545.20
ENERGY, DEPARTMENT OF	\$823,123.73
FOREST SERVICE	\$297,289.91
U.S. CUSTOMS AND BORDER PROTECTION	\$159,480.51
ENVIRONMENTAL PROTECTION AGENCY	\$148,273.62
⊕ 8A COMPETED	\$828,538.60
⊕ SERVICE DISABLED VETERAN OWNED SMALL BUSINESS SET-ASIDE	\$558,642.26
⊖ ECONOMICALLY DISADVANTAGED WOMEN OWNED SMALL BUSINESS	\$219,095.46
DEPT OF THE ARMY	\$219,095.46
⊕ WOMEN OWNED SMALL BUSINESS	\$161,977.30
Grand Total	\$82,360,935.60

TOP AGENCY SPEND
BY SET ASIDE TYPE
(NAICS FILTERED)

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 Buys 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.

WHO SHOULD YOU KNOW?



THE MASTERMIND ALLIANCE

IMPORTANT QUESTION

Who Are You Marketing To?



CONNECTION SUGGESTIONS

Ideas and tips to help you connect with end users/ end customers



Procurement Conferences



Industry Days



Ask OSDDBU For an Introduction



Agency Site Visits



COR/COTR Interview



Get A Contract (Even a Small One)



LinkedIn



Association Conferences



I WANT YOU

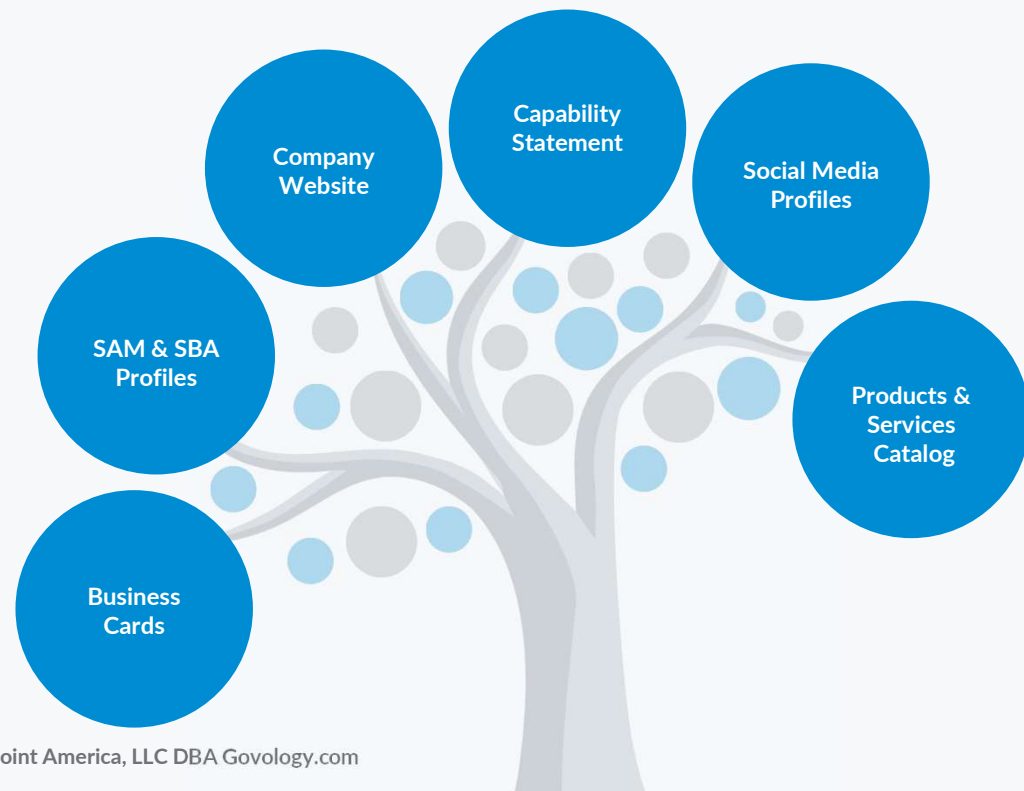


MARKETING ASSETS

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

But People Do!

ASSETS AT THE READY



BUSINESS CARDS

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

Business Card Sample

Not
Required



ACME Pest Control Services
www.acmepest.com

A Coyote Owned Small Business (COSB)

From Roaches to Roadrunners, we have your solution!

Wile E. Coyote, President

Phone: (555) 555-5555

Fax: (555) 555-5555

Email: wile@acmepest.com

CAGE: 5RD11

1000 Cactus Ln. Desert Springs, NV 89001



VENDOR PROFILES (SAM & SBA)

WWW.SAM.GOV

DSBS.SBA.GOV

[View assistance for SAM.gov](#)



A NEW WAY TO SIGN IN - If you already have a SAM account, use your **SAM email** for login.gov.

Log In

[Login.gov FAQs](#)

[HOME](#) [SEARCH RECORDS](#) [DATA ACCESS](#) [CHECK STATUS](#) [ABOUT](#) [HELP](#)

⚠️ ALERT: SAM.gov will be down for scheduled maintenance Saturday, 11/09/2019, from 8:00 AM to 3:00 PM

The System for Award Management (SAM) is an official website of the U.S. government. There is no cost to use SAM. You can use this site for FREE to:

- Register to do business with the U.S. government
- Update or renew your entity registration
- Check status of an entity registration
- Search for entity registration and exclusion records

Getting Started

Create A User Account



Start by creating a SAM user account.

Register Entity



After creating your SAM user account, log in to register to do business with the U.S. government.

Search Records



Do a public search for existing entity registration records or exclusion records.

Federal users can log in to see additional information.



IBM-NP-20190814-1104
WWW4

Search Records	Disclaimers	FAPIS.gov
Data Access	Accessibility	GSA.gov/IAE
Check Status	Privacy Policy	GSA.gov
About		USA.gov
Help		

This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Individuals found performing unauthorized activities are subject to disciplinary action including criminal prosecution.

SAM TIPS!

1. Work with your PTAC
2. Ensure you have the right NAICS codes
3. Self-certify
4. Be accurate
5. Don't misrepresent yourself



SBA Profile

[Mobile View](#) [Exit](#)

[Back To Profile List](#)

Ready

SBA Profile

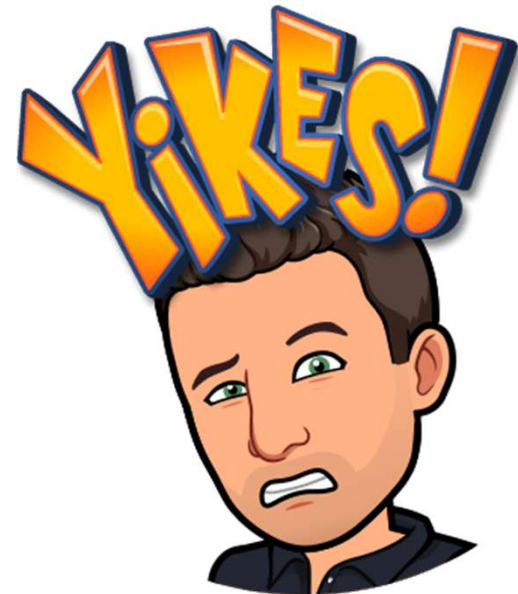
[Privacy Statement](#)

([Back to Profile List](#), or use Back button)

Identification, Location & Contacts

Common Mistakes

1. Bad URL
2. No capabilities narrative
3. No keywords
4. Missing or incorrect NAICS codes
5. No references
6. No business type percentage selected
7. Opted out of public record search



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

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 SAM and must log back in when you are ready to proceed with the registration process. The SBA will notify SAM if and when your entity is added to a certification program. SAM 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.



Register or Update SBA Profile

CANCEL

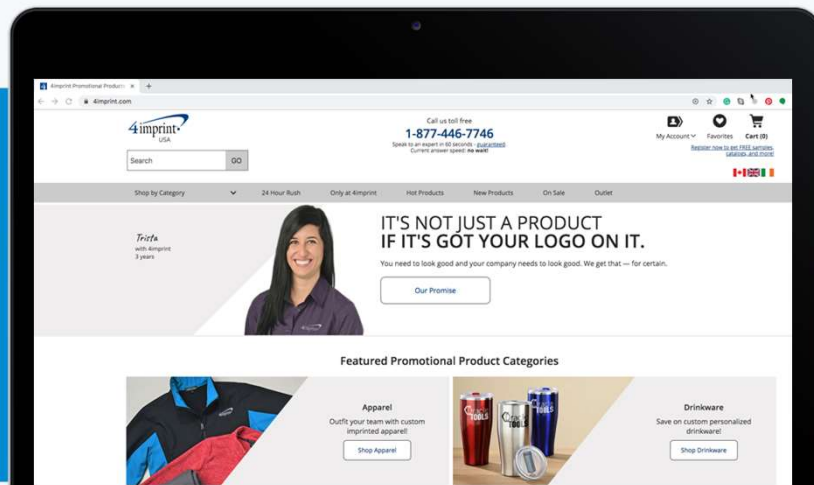
PREVIOUS

SAVE AND CONTINUE

WEBSITE

GENERAL TIPS

1. Optimize For Search



2. Consider including a section with government specific info.



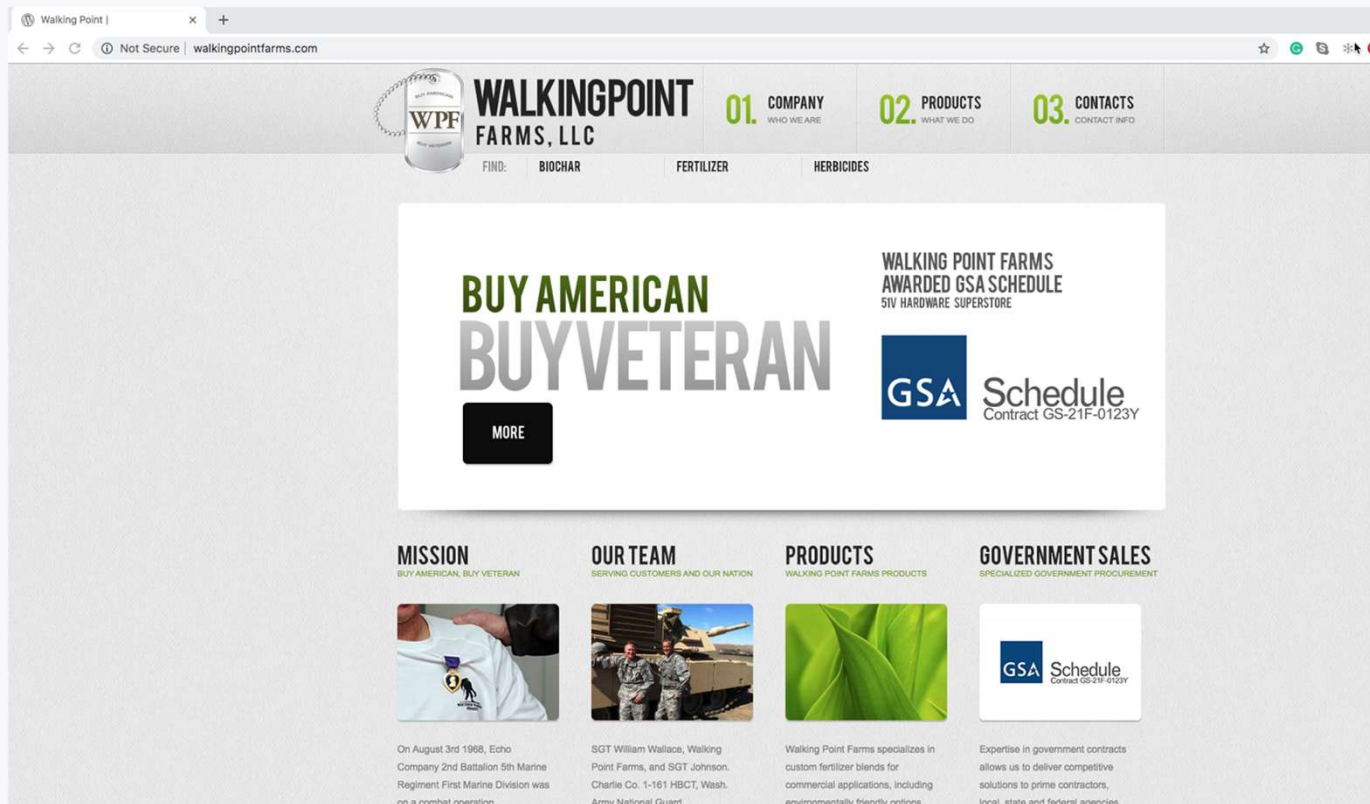
3. Make it easy to find what they are looking for. Showcase your products and services.

Additional Tips

1. Have a professional & accurate web presence. Details Matter
2. Consider including a section that speaks to government
 - Include your contract vehicles
 - Capability statement download
3. Use it as a platform to educate your customers
4. Content is king! If possible, incorporate video, news, press releases, blog, and integrate with social
5. Use quality images to showcase your products and services
6. Make it easy to contact you

Sample Website

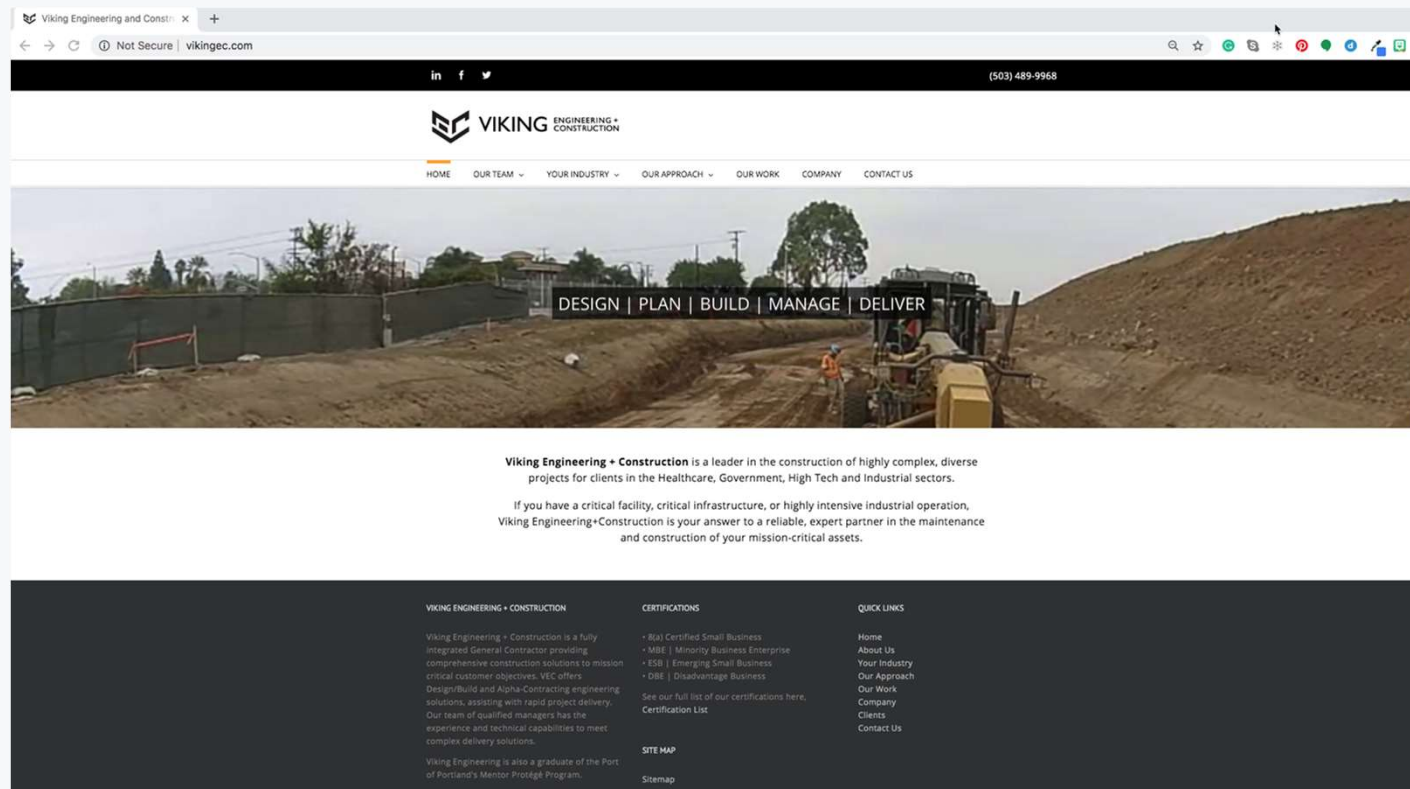
Walking Point Farms, LLC - www.walkingpointfarms.com



Sample Website

Viking Engineering & Construction - www.vikingec.com

Let's take a tour,
and check it out



CAPABILITY STATEMENTS

Capability Statements

Your business resume for government work

1. 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

2. 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

Sample Capability Statements & Statement of Qualifications (SOQs)

- Burgoon Company
 - <http://bit.ly/Burgoon>
 - 1-page capability statement
- Viking Engineering and Construction
 - <http://bit.ly/Vikingec>
 - 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>

SOURCES SOUGHT

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>

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.

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



BEST VALUE

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.

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

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.

MARKETING TO PRIMES

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.

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



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



In Summary:

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

CARROLL BERNARD

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