

Introduction to Government Contracting

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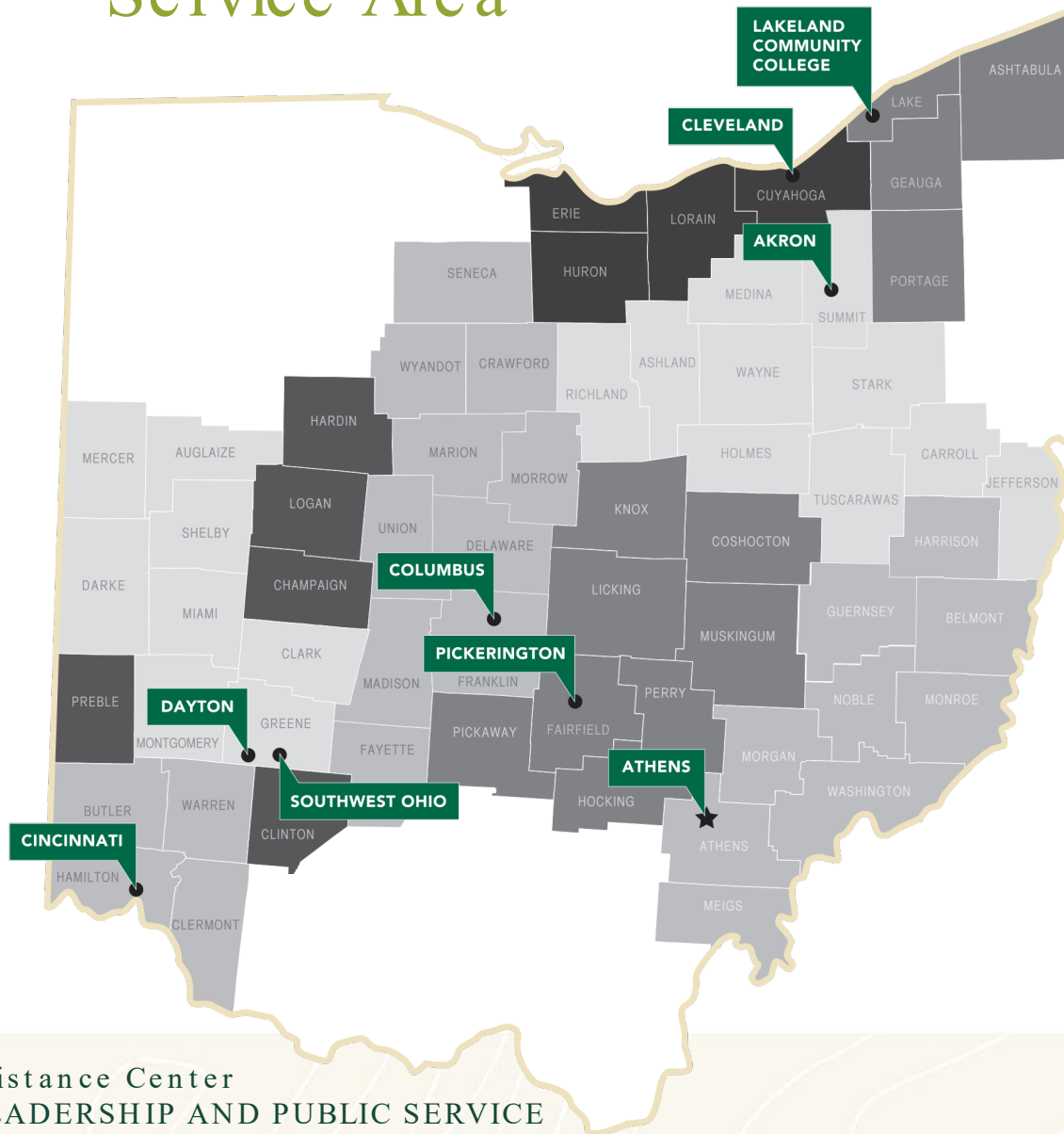
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Ohio PTAC Acknowledgements

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<https://www.ohiobusinessmatchmaker.com/>

Ohio University PTAC Service Area



Ohio Business
MATCHMAKER
where government and business come together

Ohio PTAC

Bid-Match service
Bid preparation assistance
One-on-one training
Business Resources
Agency Procurement Histories
Certification Assistance
Training Events
Government Outreach opportunities

Mission

- PTAC works with businesses in the pursuit of government contracts
 - Free one-on one-client appointments
 - Group training events
 - Resource Development (think small)
 - Prime or Subcontracting Relationships

“Procurement Ready” Goal # 1



How to Obtain PTAC Services



- Complete the on-line application by finding the nearest Ohio PTAC office near you, Ohio University site: <https://ptac.ohio.edu> We will schedule an initial appointment to discuss your goals
- PTAC will support your business in pursuing government contracts but cannot award you one

Webinar Agenda

- Research and Recognize (Prep)
- Marketing Development (Prep)
- Resourceful Fitness (Y/N)
- Bid and No Bid Assessment (Y/N)

Obtain the right materials/services
(meeting specs and quality requirements),
in the right quantity,
for delivery at the right time and right place,
from the right source
(a supplier who is reliable and will meet its
commitments in a timely fashion),
with the right service (both before and after the sale),
and at the right price in the short and long term.
(THE RIGHT PARTNER with a track record)

Research & Recognize

Select start an agency/prime (Limit 4)

Research Questions:

What does the agency buy?

How does the agency buy?

What Contract Vehicle ?

Start Local ? Regional ? Federal?

Ask specific questions

Listen & Learn

Government Search Engine

<https://www.usa.gov>

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MATCHMAKER

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Marketing Research

Procurement Start

<https://acquisition.gov>

Search Forecasts

Opportunity tracking

Forecast by contracting vehicle

Covid 19 related resources

Small Business Officers (OSDBU)



Marketing Research

Veteran Business Outreach Center (VBOC)

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-veterans-business-development/office-veterans-business-development-resources>

Veteran Medical Centers

<https://www.va.gov/opal/fo/dbwva.asp>

How they buy

What they buy

Links to specific buying offices

<https://www.va.gov/osdbu/verification/>



Marketing Research (Subcontract Path)

SBA SUBNET Subcontracting Network
System

https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm

Search by State

Details opportunity by contract number

NAICs code

Contact information

Place and dates of performance

Marketing Research

General Services Administration eLibrary

<https://www.gsaelibrary.gsa.gov/ElibMain/home.do>

Search by category

Contract Information, price list & catalog

Holder Name and contact

Government contact information

The GSA Rate Ceiling CALC Contract

Awarded Labor Category

https://calc.gsa.gov/?education=BA&q=engineer%20i&max_experience=0



Stay the Course: Research to Resources



Marketing to DoD

<https://business.defense.gov/SmallBusiness/Federal-Small-Business-Offices/>

Agency Websites... Small Business Office, OSDBU (Office of Small And Disadvantaged Business Utilization)

Defense Innovation Initiative (DII)

<https://defenseinnovationmarketplace.dtic.mil/innovation/dii/> Boeing's Favorite



Research Tools (PTAC)

Fedmine Reports

Contracting Officers by Agency/NAICS/Setaside
History and Keywords

Ohio Companies FY21 10.4 Billion
Competitors Contract Award Item Description

Haystack Reports

DIBBS <https://www.dibbs.bsm.dla.mil//>

MFG NSN Price History, Drawings & Forecast

Govology Webinars (Federal Training w OH PTAC)

Classification Codes Registration Path

Registration required to receive a federal contract Systems Award Management www.sam.gov (866-606-8220)

- Requirement Dun & Bradstreet(D & B), Federal Tax ID(Sec of State), Bank Account (Confidential) 2022 Unique Entity Id
- Your registration with State Secretary of State, D & B, and SAM must agree – GSA is very precise
- NAICS & PSC/FSC codes for capabilities (SAM Assertions Section)

Federal –Spending Goal/First Contract Focus

Small Business– 23% (\$120+ Billion)

5% (\$25+ Billion) WomenOwned

5% (\$25+ Billion) Disadvantaged/8(a)

3% (\$15+ Billion) HUBZone

3% (\$15+ Billion) ServiceDisabled Veterans

\$250,000 Small Business Set-Aside and
Simplified Acquisition Threshold (SAT).

FITNESS TEST !!



Research to Resources (Fit)

Small Business Exercise Program

Micro-Purchase Threshold (MPT) from \$3500 to \$10,000
(make sure you are able to accept government purchase cards and answer the question correctly in your SAM profile)

SAT from \$150,000 to \$250,000

Reduces administrative costs

Improves opportunities for small and socio economic firms

Resourceful View (Fit)

Stay in Your Swim Lane (SME)

Dynamic Small Business Search

Capability Statement

Social Media, Local Media

Economic Development Leaders



Research to Resources to Relationships

Capability Statement (Company Resume)

- Number 1 Marketing Tool for Federal Procurement & Matchmakers (Five Sections)
 - a. Capability Statement Title
 - b. Core Competencies (SME)
 - c. Past Performance (References)
 - d. Differentiators/Brand
 - e. Company Data

Company Data Section.

NAICS, FSC/PSC codes for services/products

UNSPSC for Ohio

Cage code (SAM)

Industry Certification ISO, CMMC, OSHA, Drug Free

Social Media (LinkedIn, Twitter, Blog, etc)

Socio-economic Certifications: WBE, MBE, EDGE, DBE

8(a), HUB Zone, SDVOSB

Resource Building Relationships

Events (Face Time) Value & Necessity

OBM Match Maker November 17,18
Tri-State (OH, PA, NY) MM Dec 7,8

Vendor Days, Industry Day (Picture Day) Networking, training, professional associations

Engagement Strategy to Relationships to Influence in Specifications/SOW



Resource Fitness

Marketing Research Tool
Contracts greater than \$25,000
Used for set-aside opportunities
Used to gather information
Sources Sought, RFI, Draft Proposals
CSO (Commercial Special Offerings)
OTA (Other Transactions Authority)
<https://.sam.gov/>



Procurement Classification Codes

PTAC Classification Code Ranking

1. NAICS (North American Industry Classification System) SBA guide
 2. PSC Product Supply Code
 3. FSC (NSN) Federal Supply Code (National Stock Number)
 4. UNSPSC United Nations Standard Products and Services Codes
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5. NIGP National Institute of Governmental Purchasing
 6. SIC Standard Industrial Classification

Procurement Classification Codes

Classifications Common Thread (Families)

- NAICS (6digit) Federal, 3-digit Family
541 Professional, Scientific, and Technical Services
238 Specialty Trade Contractor
- PSC & FSC (4digit) Cousins Federal
- PSC Service R Professional, Administrative & Management Support
(Family) R703 Support Management: Accounting
- FSC Product 65 Medical, Dental & Veterinary Equipment (Family)
6520 Dental Instruments, Equipment and Supplies
- UNSPSC (eightdigit) State of Ohio Family, Parent category final four
zeros 76110000 Janitorial Service, 76111604 Floor Waxing or Carpet
Cleaning



Research to Resources

NAICS Codes 2017 <https://www.census.gov/cgi-bin/sssd/naics/naicsrch>

- SBA determines NAICS small business size
<https://www.sba.gov/document/support-table-size-standards>
(employees, annual receipts)
- Qualifying NAICS for the Women-Owned Small Business Federal Contracting program
<https://www.sba.gov/document/support-qualifying-naics-women-owned-small-business-federal-contracting-program>
- PTAC bid match service utilizes PSC first letter and FSC first two numbers (Federal Supply Group)

Classification Codes Registration Path

STATE (OH) Procurement UNSPSC Codes <https://www.unspsc.org/>

Business Resource Partner MBAC (Minority Business Assistance Center) <https://development.ohio.gov/minorityservices.htm>

Ohio Checkbook <https://checkbook.ohio.gov/>

MBE Publications for Agency Expense Categories

MBE/EDGE/WBE Veteran Friendly

MBE Only State Set Aside Category (OH)

RFP Review Resource Fitness

Proposal Review (Scan)

(a) SOW (b) Instructions (c) Selection Criteria
Determine Risk, Attractive Opportunities (3)
Resources (staff, financial, time)

Contract Vehicles

- Agency Specific (IDIQ)
- FSS, GWACs & Purchasing Cooperatives
(GSA Schedule, FedMall, US
Communities-Omnia Partners,
OH versions- STS/IUGPG)
- Open Market Purchase Order, Purchase
Card, Definitive Contracts

RFP Review Bid/No Bid

Knowledge Prior to RFP release
Knowledge of Current
Challenges/Incumbent

Core Competencies (Internal/Team)
Direct & Relevant Past Performance (30%)

Clarity: Scope, Pricing, Labor Categories
Identified as Business Development Target



RFP Proposal Writing Tips



Create an outline from RFP's instructions

Organize with one idea per paragraph

Express with simple language

Editor to cut to meet RFP request

Request Debrief (L) Post Award (W)

Track Record (CPARS, FAR 87x)

WEBINAR SUMMARY

Have a Marketing Plan
Make sure they can find you
Know your Competition
Capability Statement (Flexibility)
Know who buys your P/S
Stay Resourceful
Stay Focused & Fit !

SBDC Contact

Thank You

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CAE

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SBDC at KSU CAE

<https://www.kent.edu/cae/small-business-development-center>

Find your local SBDC

<https://www.sbdcnet.org/find-your-local-sbdc-office>

Ohio

Small Business
Development Centers

PTAC Contact

Thank You

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