



Selling to the Government

Materials provided by Andy Alexander, Program Manager

Presentation provided by Roger Johnson, PTAC Counselor

wrjohnson@unomaha.edu 402-554-6263

Certified Contracting Assistance Specialist, with the
Procurement Technical Assistance Program, a Non-Profit at the

<http://ptac.unomaha.edu>

Nebraska Business Development Center, part of the

<http://nbdc.unomaha.edu/home.cfm>

College of Business Administration with the
University of Nebraska at Omaha

nbdc

NEBRASKA BUSINESS DEVELOPMENT CENTER®



Selling to the Government

Department Of Defense, Defense Logistics Agency

- The DoD Procurement Technical Assistance Cooperative Agreement Program was established by Congress in 1985. The purpose of the program is to generate employment and to improve the general economy of a locality by assisting business firms in obtaining and performing under federal, state, and local government contracts.
- The Defense Logistics Agency, on behalf of the Secretary of Defense, administers the DoD PTAP.
- The Program is funded through a cost-sharing Cooperative Agreement with the Department of Defense to establish Procurement Technical Assistance Centers (PTACs), who are charged with assisting businesses in learning how to do business with federal, state, and local governments.
- PTA Centers are a local resource available at no or nominal cost that can provide assistance to business firms in marketing their products and services. They offer training to businesses on how to research and bid on contracts, assist with registration requirements, provide bid-matching services, and assist with pre and post contracting issues.
- <http://www.dla.mil/smallbusiness/pages/ptap.aspx>

nbdc

NEBRASKA BUSINESS DEVELOPMENT CENTER



Selling to the Government

- The Federal Government's, Procurement Technical Assistance Program, is deployed through the State's, Nonprofit, Nebraska Business Development Center, delivering "free" Procurement assistance services to businesses interested in pursuing contracting and subcontracting opportunities with federal, state, and local Government agencies.
- Investigate your Geographic Government Market
- Research Government Opportunities, Town, City, County, State, Federal...
- Submit Bid/Proposals
- Take the Contract when Awarded
- And get paid!

nbdc

NEBRASKA BUSINESS DEVELOPMENT CENTER®



Investigate Your Market

1	Council Bluffs, IA	58,268
2	Bellevue, NE	44,382
3	Fremont, NE	25,174

← 114 towns

1	Omaha, NE	390,007
2	Lincoln, NE	225,581

← 2 cities

1	Douglas, NE	463,585
2	Lancaster, NE	250,291
3	Sarpy, NE	122,595

← 16 counties

1	Nebraska	1,758,787
2	Iowa	2,966,334

← 2 states

1	Air Force
2	Army

← 35 federal agencies

“Now you have a government marketing plan to include into your business plan.”





Research Opportunities

- To conduct business with the city of Omaha, NE, you would access their website at <http://www.ci.omaha.ne.us/> .
- Look for “For Business” then “Doing Business” then “Vendor Application”. Then complete the application and hand carry to their office downtown Omaha to meet your specific buyer.
- Next click on “Current Bids and Proposals”, then click on “#10 – Tires”, then click on the “Bid Documents” to review the Request for Bid and Bid Sheet.
- To conduct business with the county of Douglas County, NE, you would access their website at <http://www.douglascounty-ne.gov/> .
- Look for “For Business” then “Doing Business” then “Vendor Application”. Then complete the application and hand carry to their office downtown Omaha to meet our specific buyer (if you are registered with Omaha, NE then you are registered with Douglas County, NE).
- Upon completion of the Vendor Application look for “Current Bids and Proposals”, then the site will convert to “Douglas County Purchasing” (because the county advertises all solicitations for the city).
- Look at “#25 – Plotters(s)” and open the “Bid Documents” to review opportunity (Request for Bid - RFB).





Research Opportunities

- To conduct business with the state of Nebraska, you would access their website at <http://www.nebraska.gov/> .
- Look for “All Agencies” then “Administrative Services, Department of Material Division” then “Purchasing” then “Vendor Information” then “Vendor Application”. Then complete the application and hand carry to their office downtown Lincoln to meet your specific buyer (if you are registered with Omaha, NE then you are registered with Douglas County, NE and they will already have your application).
- Upon completion of submitting your vendor application click on “Purchasing”, then choose “Bid Opportunities”, then click on “Request for Proposals – State Agency Processed Proposals That Have Opened”, then choose solicitation number “62500 03 – Fire Extinguisher Inspection and Service”, then click on “PDF” to review the Request for Proposal (RFP) for Contractual Services Form.





Research Opportunities



- How many federal government agencies are there? Best Answer: Louisiana State University Federal Agency Directory lists over 1,300 distinct organizations across all three branches of federal government: Legislative branch (Congress); Executive branch (President and departments and independent agencies); and Judicial branch (Supreme Court and Circuit Courts) at <http://www.lib.lsu.edu/gov/>
- “FIRST” thing you will need to do is become registered with the federal government at their website at <https://www.sam.gov/portal/public/SAM/> , also known as “SAM – System for Award Management”. This will involve creating a user account on the CCR and ORCA files. A PTAC counselor can assist you in this registration. The Federal government has a centralized registration system.



Research Opportunities

- Next access the federal governments “Federal Business Opportunities – FBO” website at <https://www.fbo.gov/>
- (NOTE: User guide for this system can be found at <https://www.fbo.gov/index?s=getstart&mode=list&tab=list&tabmode=list> under “Getting Started”, then click on “User Guides”, then “Vendor”).
- Click on “Search”, and thousands of federal government opportunities will be shown.
- At this point we need to discuss the differences between a “Presolicitation”, “Special”, “Sources Sought”, Combined Synopsis” and “Award” notices.





Research Opportunities

- **Special :** Could mean anything (unless you're GSA). Often this is a way to post a "sole source" notification which means you aren't getting the deal. Other times it's simply a notification of a follow on contract – again, you aren't getting this one. In some cases (GSA in particular) it's a Request for Quote or a notice that a RFQ is *going* to be issued. Still other times the description for the "Special Notice" will begin with the phrase "*This is a combined synopsis/solicitation...*"
- **Sources Sought:** A Sources Sought notification almost always means "Small Business Sources Sought." The government is loosely required to "set-aside" a certain percentage of their procurements to small businesses. (This small business "requirement" has many, many exceptions, and there are many, many workarounds, but the general idea is sound.) Sometimes the solicitation will specify explicitly that they are looking only for small businesses (or 8(a), HUBZone, ...) to respond. (*Even if it doesn't say "only small businesses" it means only small businesses.*) If a Sources Sought opportunity is in your wheelhouse then you'll want to add it to your watch list to manage. Sources Sought is your chance to "get in early."
- **Combined Synopsis :** This is a real, live, actual deal. Most opportunities classified this way are going to actually happen. All of these should include specifications for the product or service and a due date for the proposal. A "Combined" means the agency is expecting a proposal or quote from you.
- **Award :** Super easy to understand. This is the list you want your name on.
- **Presolicitation :** Covers nearly everything else. In some cases, it's really a "Special notice." In others, it's a Request for Information (RFI). Sometimes, the Pre-solicitation is, surprisingly, a *pre*-solicitation – meaning, the "real" solicitation isn't released yet.





Research Opportunities

- While in www.fbo.gov click on the blue font colored solicitation title to access and read the opportunity.
- Review the Type of Notice, the Synopsis, the General Information, Interested Vendors List, and Packages.
- As you read keep in mind What, Where, Why, Who, When and How to begin developing a draft proposal timeline and outline in your head. So when you do select a solicitation, you want to develop a proposal, and you need to prepare yourself mentally for writing your proposal.





Take the Contract When Awarded

- Meet with your PTAC Counselor and compare the solicitation against your proposal against the contract.
- If there are no discrepancies, then develop your project/program to implement the contract and ensure you understand how to invoice the government for your goods/services (Note: Invoicing is normally described within the solicitation or contract).
- If there are discrepancies between any of those source documents, identify the differences, then meet with the government contracting officer to adjudicate those issues.

