

**Intertek**

## **How to Identify Government Opportunities GSA Series Part II**

Primary Contact

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# Finding Government Opportunities

## Presentation Outline

**I. Background**

**II. Conduct Research**

**III. Partner Example**

**IV. NAICS Codes**

**V. Know the Players**

**VI. Developing Relationships with the  
Players**

**V. Capability Statement**

**VI. Total Solutions**

### Background

1. Be familiar with government regulations

<http://acquisition.gov>

2. Be familiar with government contract types

- Fixed Price
- Cost Reimbursable
- Time and Materials

3. Register with government sites

- Required registrations – CCR, ORCA, WAWF
- As an interested vendor

4. Identify opportunities

# Identifying Your Government Market

## **Understand where to identify opportunities and how to pursue them**

- Federal Business Opportunities, GSA, SBA, ASFI, DLA
- Contract Awards
- State Directory
- Counties Sites
- Agency Sites
- Forecast – Existing Contracts
- PTAC
- Teaming Arrangements, Subcontractors, Joint Ventures

## Identifying Your Government Market

### Assessment

- Identify what product/service the company markets
- Identify what agency does the company market to based on product/service
- SADBUs Points and Contact for each government agency that company identified to do business with.
- SBLO Points and Contact for each Prime contract holder that's doing business with the government
- Identifying government contracting officials and end users purchasing your services/products
- Identify conferences, expos, match making events, industry days etc to attend

## Identifying Your Government Market

### **Conduct Research and focus on 3-5 agencies**

YOU MUST KNOW WHO BUYS/PROCURES  
YOUR PRODUCT AND SERVICES !!!

- You can begin by reviewing government federal spending at [www.usaspending.gov](http://www.usaspending.gov)
- Review Fed Biz Opps at [www.fedbizopps.gov](http://www.fedbizopps.gov)
- Review targeted agency sites for forecasts list, sometimes referred to as migration lists

## Identifying Your Government Market

### Goals

- Short Term and Long term Goals must be established.
- Realistic goals based on capability, resources and capital
- Revenue goals
- Contract award goals
- Identify what funding is available
- Knowledge of federal procurement cycle

Federal Business Opportunities

★ FEDBIZOPPS.GOV

IAE E-GOV USA.gov

My FBO My Profile Opportunities Agencies

Welcome, Shene' Commodore Accessibility User Guide Logout

 **61-THERMAL BATTERY DEVELOPMENT AND PRE-PRODUCTION BUILD**  
Solicitation Number: N0016409RGS44  
Agency: Department of the Navy  
Office: Naval Sea Systems Command  
Location: NSWC Crane Division

Notice Details Packages Interested Vendors List Print Link

**Note:** There have been modifications to this notice. You are currently viewing the original synopsis. To view the most recent modification/amendment, [click here](#)

[Complete View](#)

[Return To Opportunities List](#) [Stop Watching This Opportunity](#)  
[Remove Me From Interested Vendors](#)

**Solicitation Number:** N0016409RGS44  
**Notice Type:** Presolicitation

**Synopsis:**  
Added: Jun 22, 2009 1:26 pm  
The Government has a requirement for the development and production of a small lot of thermal SE-13G batteries (Batteries) that will be tested to ensure proper performance for their intended use in the Minuteman III

**ALL FILES**

- [Attachment](#) Jun 22, 2009  
[N0016409RGS4409RGS44...](#)
- [Solicitation 1](#) Jul 10, 2009  
[See Solicitation](#)
- [CONTROLLED PACKAGE](#) Jul 10, 2009  
[Locked](#)

## Thermal Battery Testing Example

- **Contracting Office Address :**
- N00164 NAVAL SURFACE WARFARE CENTER,  
INDIANA
- 300 Highway 361, Building 64
- Crane, IN
- **Point of Contact(s) :** RICK COLVIN
- Phone: 812-854-4389
- Email: richard.colvin@navy.mil

## NAIC Code Examples

### NAIC CODES:

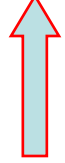
- 541611 Management Consulting Services
- 541380 Testing Laboratory Services
- 541519 Other Computer Related Services
- 541613 Marketing Consulting Services
- 611430 Professional & Mgt Dev. Training
- 334510 Electromedical and Electrotherapeutic Apparatus Manufacturing
- 334515 Battery testers, electrical, manufacturing



Identifying Your Government Market  
Know the Players: Triangle for Success

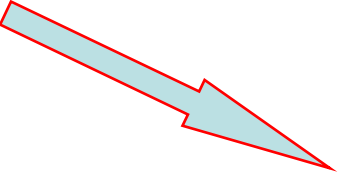
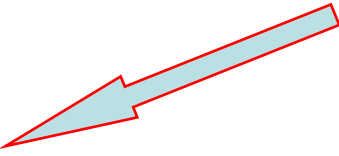
**Government Contracting Officer**

Award the Contract



**YOU**

**The Contractor**



**SADBU**

Meet Set-Aside Goals

**Large Contractors**

Often the incumbent  
Competition or Partner

**End User**

Initiate the Requirement

## Identifying Your Government Market

### The Players

- Contracting Officer (CO) not Commanding officer
  - The only person who can buy, administer, or terminate contracts for the government
  - Does not have a “Budget” – they do not have money
  - Trained to Spend appropriated budget funds and administer contracts
- Contract administrator / specialists
  - Assists the CO to prepare solicitations, make awards, and administer contracts
  - Does NOT have contracting authority
  - Normally the point person for information

## Identifying Your Government Market

### The Players

- End users – have the MONEY
  - Are appointed a Budget by Congress
  - Have needs that “raise requirements”
  - Appoint project managers or other technical persons to help define need
  - Can NOT spend the money themselves.
  - The technical person who defines the project specifications to the CO
  - Will be the user of the services and responsible for day to day project oversight
  - Works with CO to prepare past performance reports
  - Reviews reports and deliverables

## Identifying Your Government Market

### The Players

- Small And Disadvantaged Business Utilization Specialist – SADBU
  - Pronounced “sad-boo”
  - Office of Small Business Programs (OSBP)
  - Acts as liaison between supplier and buyer
  - Does not buy anything
  - Your conduit to technical person or buyer
  - Communication protocol
  - E-mail addresses are now available

## Identifying Your Government Market

### **DEVELOP RELATIONSHIPS !!!**

Begin with the Contract Officer or CO.

You will want to move past these contracting officers to identify individual card holders.

It takes 10-13 months to develop relationships in the federal government.

## Know What to Say

- Identifying persons function?
  - Are you in the procurement office? (Contracting)
  - Do you raise requirements? (End-user)
  - Do you work with small businesses? (SADBUS)
- Identifying Contracting Authority
  - Do you specialize in a particular product or service?
  - What region do you manage?
  - How large is your team?
  - Are you warranted to sign contracts?

## Know What to Say

- Identifying Opportunities
  - What is currently giving you a hard time to find?
  - When do you plan to buy my services again?
  - Is this item accurate on your Procurement forecast?
- Getting the contact
  - Who is responsible for raising requirements for ABC?
  - How does your department normally buy ABC?

## Know What to Say

- You have 2 Minutes to keep attention (Elevator Pitch)
  - State what you do
  - State your unique traits
  - State how your business can meet the Agency goals (give an example of a project you completed faster, cheaper, better)
  - State other business that you are interested in
- If the person has interest, add the following:
  - Your qualification / credentials
  - Your PAST PERFORMANCE related to government services
- If the Agency does not procure what you buy, move on !

### **Working Smarter**

- Participate in Trade Shows and Vendor Outreach
- Speak at events
- Provide a form on your company web site
- Ask customers/partners for leads
- Research and find out about potential partners
- Identify how your company can help or what your company brings to the table (unbundling)

## Preparing a Capability Statement

- List any special business classifications, awards, schedules, etc.
- Be sure to list your contact information
- Discuss history of company
- Discuss key services/products
- Identify Key personnel and/or equipment
- List clients/past projects

## American Recovery & Reinvestment Act

Direct to GSA

- Greening Federal Buildings
- Purchase electric vehicles
- Recovery.Gov
- Vendor Support Center (<http://vsc.gsa.gov/>)

## Key Notes and Facts

- **GSA Sales are up 7% (\$11B)**
- **Recovery Reporting Site will be running Oct. 10, 2009**

### **Security Community of Interest**

- Certain customers may be grouped together by their area of interest not necessarily by scope of MAS
- Customers don't buy based on GSA Schedule & SOWs cut across multiple MAS and SINS
- Security Solutions Community of Interest - first step on the path of providing category based sales and support which reflects how customers buy in the Security Community
- Security Community has representation from GS&S, ITS, and PBS in an effort to simplify the process of navigating GSA's offerings for our customers.
- <http://www.gsa.gov/securitysolutions>

## Supporting the Recovery through MAS

- Facilities Modernization and Management
- 03-FAC, 51V, 56, 66, 71 family, 73, 84, and PES
- Engineering, Professional, Technical and Business Consulting
- PES, FABS, MOBIS, LOGWORLD, AIMS, TAPS
- Energy and Environmental Solutions
- 03-FAC, 56, 84, and Environmental (899)
- Technology and Telecom
- GWACs, 70, and Connections MAC

### Closing

- Keep your company information and mandated registrations current
- Keep a copy of your targeted government agencies forecast
- Tailor your capability statement to the requirements of the solicitation you are interested in
- Keep a good list of Past projects to use for marketing and in responding to proposals
- Spend time each day prospecting for new opportunities
- Partner with Intertek for your Testing Requirements

**Intertek**

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