



Maryland
PTAP

Procurement Technical Assistance Program
A program of the Maryland SBDC Network



BRAC Outlook Meet the Contractors June 4, 2009

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What are Procurement Technical Assistance Centers?

- Began in 1985 in an effort to expand the number of businesses **capable** of participating in the Government Marketplace.
- It is administered by the **Defense Logistics Agency (DLA)**

The PTAP Mission

- The PTAPs' mission is to **help** more businesses gain government contracts
- Providing businesses with **translations of the how, when, where & what of contracting**
- Help government **contracting officers get their messages out directly to businesses**

1. Specialized Workshops and Training Classes through the **MDPTAP**

- **How to Do Business with...a series of workshops offered throughout the year**
- **Learn How to Respond to an **RFP/RFQ****
- **Winning Cost Proposals**

2. Specialized Workshops and Training Classes through the MDPTAP

- **General Services Administration**
- **Successful Contracting with the Federal Government**
- **Federal Government Contracting for IT Companies**

Contracting: The Devil is in the Details

**Your company must be
in compliance with the
seven (7)
Federal
Acquisitions
Responsibility
Standards...the FAR**

FAR Standards 1-3

1. Adequate Financial Resources

- Do you got any money, honey?
- Credit
- Equity
- Can you cover your **work** before you get paid???

2. Compliance with the Performance/Delivery Schedule

3. Satisfactory Performance Record

FAR Standards 4-7

4. Satisfactory Record of Integrity and Business Ethics
- 5. Necessary Organization, Experience, and Accounting and Operational Controls**
6. Necessary Equipment and Facilities
- 7. Otherwise Qualified and Eligible*

1. Selling to Agencies & Primes

FACT: It is about **relationship-building...**

- ✓ **Target one agency**
- ✓ **Target one or two Prime Contractors**
- ✓ **What is their mission/business focus?**
- ✓ **What do they need?**

2. Selling to Agencies & Primes

- ✓ **Why should they pick your company over your competitors?**
- ✓ **Make a sale...any size**
- ✓ **Get a subcontract...any size**
- ✓ **PERFORM!**

Government Buyers & Primes

- Hate poor product quality and poor service performance
- Want to do business with vendors that create **no hassles** (*even if at a higher price*)
- Want to be dealt with in a truthful, straightforward manner

Develop an Intelligence List

- Which agency programs require your product/service?

**\$\$ Federal Procurement
Data Center**

www.fpds.gov

\$\$ Fed Government Forecasts

www.fedbizopps.gov

Questions to Guide Your Research

- **Who, what, when, where, why & how...**
 - **Who are the decision makers?**
 - **How do you reach them?**
 - **Who is your competition?**
 - **How do you register to obtain future bid information?**

Questions to Guide Your Research

Best value considerations

- What are the customers' **HOT BUTTONS**?
- What are their insights into their problems?
- What are they saying about potential solutions?

Why Watch for Contract Awards???

- **Contracts tend to “repeat” themselves**
- **Key into END DATES of existing contracts that match up with your capabilities**

Critical Info Links #1

- **CCR:** Central Contractor Registration
<http://www.ccr.gov>
- **ORCA:** Online Representations and Certifications Application
<http://orca.bpn.gov/>

Central Contractor Registration?

- CCR registration **IS MANDATORY*** prior to being awarded a contract with any federal government agency. This registration collects general information about a company and information required to perform **Electronic Funds Transfer (EFT)**.

***register before you submit a bid**

Critical Info Links #2

- **NAICS codes**
<http://www.census.gov/epcd/naics02/>
- **Small Business Size Standards**
<http://www.sba.gov/size/indexableofsize.html>

Critical Info Links #3

- **GSA Homepage**
<http://www.gsa.gov>
- Look for the **GSA Vendor Support Center**

Critical Info Links #4

Veterans in Business

- **Center for Veterans Enterprise
Homepage**

<http://www.vetbiz.gov/>

How Will a CO Find Me?

The Dynamic Small Business Search Engine

- It is a search engine for contracting officers and a marketing tool for small businesses.
- *You* complete the information in your CCR
- **Update it quarterly!!!!**

HUBZones

The HUBZone program is a **WORK FORCE DEVELOPMENT PROGRAM**.
It's about job creation.

- **A Business must have its principal office located within a HUBZone**
- **At least 35% of its employees must reside in a HUBZone.**

NOTE: This program is managed by the SBA.

Customer Centered Selling...

**Listen carefully
to what your
potential customer says.**

**Don't sell what you have,
sell them what they want.**

Seven-Three-Three System

- **Seven contacts**
- **Three months**
- **Three mediums: phone calls, hard copy mailer, email...**

Review: What PTAP's Provide

INDIVIDUALIZED COUNSELING

- **Government marketing strategies**
- **Government certifications and registrations**
- **Government policies and regulations**
- **GSA Schedule application guidance**

How to become a **MDPTAP** client....

- **MUST have a primary place of business in Maryland**



- Go to our website:
www.mdptap.umd.edu
- Click on **Contact Us** and fill out the online request for counseling.

The Maryland PTAP

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